

Sears, Roebuck and Co.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Spring and Summer 1942

CHICAGO



esses Described
on Page 13

Paste
Store-Door
Tab Here

Buy by mail
and save!

THE STORE FOR Misses, Juniors and Women

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Good Quality \$1.98

Better Quality \$2.98

Best Quality \$3.98

Many-purpose Sports Dress

A Kerrybrooke* version with roomy action back

The famous button-front dress everybody loves . . . because it suits every age, every figure . . . looks so trim, feels so comfortable . . . stays in style season-in, season-out. Wear it for practically every event of a busy day . . . shop in it, picnic in it, call on your neighbor or dress up for supper in it. For golf or bowling, it's ideal . . . note action sleeves and full back—points every woman wel-

comes for comfort and better wear. Button-front closing makes it easy to launder, easy to get into. Pleats add grace, give comfortable fullness. Sears offers this popular dress in three qualities . . . each tested for satisfactory washability . . . each in a complete size range from 12 to 20. Compare the value points . . . choose according to your needs and purse . . . Buy at Sears by mail and save.

Don't miss these rare values—use your credit. See inside back cover for Easy Terms
See page 19 for more sports clothes . . . styles for tennis, golf, other active sports



Note
roomy
action
back

Good Quality \$1.98

Good washable Percalé
We believe that many
others will ask \$2.45

Truly splendid budget version of this ever-popular dress. Percalé in tested washable two-color stripe looks so bright and cheery, see illustration left above; wears and washes well. Note smart bias flap pockets, real cuffs, generous use of pleats . . . details exceptional in a \$1.98 dress. Belt is good quality web elastic with smart leather-effect trim. Buttons are serviceable white composition.

Colors: White with Copen Blue-and-Navy Stripe, Navy Belt; or White with Maize-and-Brown Stripes, Brown Belt. Sizes: 12, 14, 16, 18, 20 Be sure to state size and color.

7 L 2928—Shpg. wt., 1 lb. 1 oz. \$1.98

Better Quality \$2.98

Better washfast Percalé
We believe that many
others will ask \$3.49

A lustrous, luxurious quality . . . printed with clean-cut candy stripes, now so fashionable, see illustration, center above. Same smart Kerrybrooke styling as our best sports dress . . . done in fine Percalé, it looks dressier than our \$1.98 quality . . . has these more-for-your-money details: belt with leather-effect trim is stronger, better-quality web elastic, buttons are white composition in a finer quality, prettier design.

Colors: Red-and-White Stripes, Red Belt; or Copen Blue-and-White Stripes, Deep Copen Belt. Sizes: 12, 14, 16, 18, 20. State size and color.

♦7NL2929—Shpg. wt., 1 lb. 1 oz. \$2.98

Buy by Mail and Save . . . It's easy to order from Sears

—Check your size . . . see size measurements, page 998; it's easy to get correct fit because Sears measurements are the same as best standards used everywhere in America. We guarantee correct fit and complete satisfaction or your money back.

—Garments on these two pages marked ♦ are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order all garments from nearest Sears Mail Order House and pay postage from there.

Kerrybrooke
SPORTS DRESS

*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

**Best
Quality**

\$ 398

Fine candy-stripe cotton Seersucker

**We believe that many
others will ask \$4.89**

We chose Seersucker for our best Kerrybrooke sports dress because Seersucker is top fashion . . . because it is so cool and comfortable to wear, washes easily and needs only a bit of pressing. The quality is fine-textured and soft . . . with a dress-up look. The clean-cut candy stripes, illustrated on opposite page, top right, are smart and figure flattering. Colors are tested washfast; crinkle is permanent. Other top-notch details add to the superior quality. Buttons are gleaming fresh-water pearl. Belt is our better-grade web elastic with smart *real leather* trim. Workmanship is our best; sewing is neat and strong, inside seams pinked. Generous side seams, 2-inch hem. **Colors:** Red-and-White, Blue-and-White or Maize-and-White Stripes; Harmonizing Plain-color Belt.

Sizes: 12, 14, 16, 18, 20. **State size and color.** Shipping weight, 1 pound 1 ounce.

♦ 7 NL 2930 \$3.98

It pays to buy the best . . . use Sears Easy Terms

Best quality is always the better investment. Best quality *lasts*, but more than that, best quality looks *right longer*. Washed properly, given good care . . . this Seersucker Dress can be your stand-by for a second, perhaps a third summer. *Use Sears Easy Terms* . . . order undies, stockings, accessories you'll need . . . budget your payments over the months ahead. *See inside back cover.*



Good Quality \$1.98

Better Quality \$2.98

Best Quality \$3.98

The easy-to-wear Dirndl Dress

A beautifully styled Kerrybrooke* version in charming prints

The fashion that has won all hearts. Everybody adores it, everybody wears it, everybody wants not one dirndl but a whole wardrobe of them. For the dirndl is the all-time charmer. Its fitted bodice shows off a lovely figure. Its full-gathered skirt makes a waistline look tinier . . . flatters too-thin hips, hides those not so thin. A dirndl is a dress you can really wear without a girdle..the coolest, most winsome and wearable of summer fashions.

Sears offer this important dress in 3 qualities . . . each in a specially selected, tested washable Cotton Print; Sizes 12 to 18. Finest quality is the glazed chintz print, biggest cotton success of the season, sensational value at Sears price. You'll find a dirndl right for so many occasions . . . morning, noon and night . . . you can probably use all three of these charming dresses which prove how successfully you can "Buy by mail and save."

Don't miss these rare values . . . Easy Terms available, see inside back cover
Other Dirndl Dresses on page 13; Dirndl Skirts and Blouses on page 12



Good Quality

\$1.98

Selected polka dot Percalé
We believe that many others will ask \$2.45

Prettier than most polka dots you'll see . . . the dots are just the right size to look cool and daisy-fresh, the colors your favorite soft blue or merry red, see illustration, left above. Percalé is our serviceable good quality, laboratory tested for washability. Value features of this dirndl dress are the full gathered skirt, the well-cut bodice darted for good fit, the puff sleeves gathered prettily at shoulder and finished with neat band cuffs. Side closing with smart white composition buttons is new and different. Becoming round neck is finished with a fresh white piping. Inside seams are neatly pinked.

Colors: Copen Blue or Red with White Dots.
Sizes: 12, 14, 16, 18 only. State size and color.
7 L 2925—Shpg. wt., 1 lb. 1 oz. . . . \$1.98

Note full skirt



Better Quality

\$2.98

Apple print in better Percalé
We believe that many others will ask \$3.49

Truly charming print . . . extraordinary in a \$2.98 dress! Designed specially for Sears . . . available only at Sears in mail-order. Makes the merriest, sweetest dirndl imaginable. Illustration, center above, shows you the print in close-up . . . gay little apples and dancing leaves on a cool white ground. Launderers spic-and-span . . . it's tested washable. The style is our excellent basic dirndl cut . . . with wide skirt, fitted bodice, puff sleeves with band cuffs. The buttons at side closing are freshwater pearl, another better quality detail. Inside seams are neatly pinked.

Colors: Apple-and-Leaf-Print in Red-and-Blue or Red-and-Green, both on White Ground.
Sizes: 12, 14, 16, 18 only. State size and color.
7 L 2926—Shpg. wt., 1 lb. 1 oz. . . . \$2.98

Note new side button closing

Save time . . . save money . . . it's easy to order by mail from Sears

Check Your Size . . . see measurements on Page 998. Sears measurements for fit are now the same as the best standards everywhere in America. Order by mail, phone or through Sears helpful order offices.

Garments marked ♦ on these 2 pages shipped from New York or Kansas City, whichever is nearer. Others shipped from your nearest Mail Order House. Order from nearest Mail Order House; pay postage from there.

Kerrybrooke
DIRNDL DRESS

*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

Best
Quality

\$ 3.98

Clover print on glazed Chintz
We believe that many
others will ask \$4.89

Our top-grade dirndl dress is not only a style scoop . . . it's a sensational value scoop for Sears. Glazed Chintz is a first fashion in cottons, and chintz in this fine quality . . . in a print so beautiful, see illustration opposite page, top right, is remarkable at \$3.98. Design is exclusive with Sears in mail-order . . . you'll have a really different dress. Beautifully made with luxuriously wide skirt, full gathered into a young nipped waistline. Slim bodice, puff sleeves with band cuffs, side closing with freshwater pearl buttons. Deep hem. All inside seams neatly pinked. You'll wear this dirndl dress where you wouldn't usually wear a cotton, it's that dressy. Tested washable.

Colors: Clover Print on Light Maize, Peach, or White Ground. Sizes: 12, 14, 16, 18, only. Be sure to state size and color.

◆7 NL 2927—Shipping weight, 1 lb. 1 oz. \$3.98

Best quality is thriftiest

Best quality means fabrics that wear, style that lasts, workmanship that stands up. *Sears Easy Terms* offer a convenient pay-by-the-month way of buying the best. See inside back cover.

Back view
of
Chintz
Dress

Jacket

Jacket

Slacks

Slacks

Good Quality \$1.98

Better Quality \$3.98

Best Quality \$5.98

The long-jacket Slack Suit

A well-tailored Kerrybrooke* version—the jacket with set-in belt

Most important of the new slack suit fashions . . . designed first for best-dressed movie stars. Sports-loving California adopted it; now all America wants it. The trim long jacket does for your slacks what it does for your dresses . . . adds a world of style, slenderizes magically, conceals awkward lines, flatters your figure. You'll look smarter, younger, better groomed . . . you'll feel definitely better dressed, indoors or out, in a jacket slack suit.

Sears bring you this leading fashion in the style best-liked: the jacket with set-in belt, popular because it goes on easily, looks neat as a pin, fits with free and easy comfort. Slacks in our own famous-for-fit cut hang superbly . . . complete the spic-and-span tailored look. Choose this splendid suit from 3 qualities . . . each in a complete size range from 12 to 20. Each an outstanding value that proves how you can "Buy by mail and save."

Don't miss these rare values. Easy Terms available, see inside back cover.
For complete line of Slacks and Slack Suits, see pages 14, 15, 16 and 17



Good Quality \$1.98
2-piece

Denim in stripes and plain
We believe that many others will ask \$2.45

Your favorite long-wearing Denim in a sparkling new color combination . . . gay Mexican stripes with soft surf blue. See illustration, left above. Makes a serviceable Slack Suit with loads of style. Trim long-length jacket is our featured, fashion-right cut with set-in belt, flap pocket trim at waist, top hanky pocket. Slacks are trimly tailored with button closing, wide 2-button waistband, mannish hip pocket at back. Crotch seams double-stitched. Wear slacks or jacket separately, too.

Color: Surf Blue Slacks; Multi-color "Mexican" Striped Jacket.

Sizes: 12, 14, 16, 18, 20. State size.

7 L 2931—Shpg. wt., 1 lb. 5 oz. . . . \$1.98



Better Quality \$3.98
2-piece

Fine fabric in hit colors
We believe that many others will ask \$4.89

The season's pet color scheme . . . navy slacks topped by a jacket in bold, brave red to set off your tan. See illustration, center above. Fabric is a fashion favorite, too . . . a nubby linen-like texture—75% fine Cotton, 25% Spun Rayon—specially processed to stay in press longer. Jacket has fine matching buttons, pocket flaps at hips, real hanky pocket. Slacks with soft front pleats, 2-button waistband and side button placket, may be worn with shirts, too. Jacket is perfect with dresses or skirts. Wash by hand separately; Sears recommend Lux. **Color:** Jacket in Red; Slacks in Navy Blue. **Sizes:** 12, 14, 16, 18, 20. State size.

♦ 7 NL 2932—Shpg. wt., 1 lb. 8 oz., \$3.98

Save time . . . Save money . . . It's easy to order by mail from Sears

—Check your size . . . see size measurements, Page 998. Because our measurements for fit are now the same as the best standards everywhere, it's easy to get correct fit by mail, 'phone or through Sears Order Offices.

—Garments marked ♦ are shipped from New York or Kansas City, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order from your nearest Mail Order House and pay postage from there.

6 SEARS, ROEBUCK AND CO. 2 □



*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

Best Quality **\$5.98**
2-piece

Selected fine Rayon Faille
We believe that many others will ask \$6.98

Woven by one of America's leading mills . . . used in much costlier slack suits because the quality is so fine and serviceable, the colors and weave so fashion-right. See illustration, opposite page, top right. Specially finished, too, to stay in press longer . . . keeps the slick trouser crease you want. Entire suit is superbly tailored. Long-length jacket with set-in belt has top-stitched finish. Hanky pocket and flap pocket trim at hips add girl-in-uniform swank. Slacks have stitched-down pleats at front, zip placket. Fine buttons, covered shoulder pads, pinked inside seams are quality details. Dry cleaning recommended.

Colors: Copen Blue, Luggage Brown 212 or Navy.
Sizes: 12, 14, 16, 18, 20. State size, color.

♦ 7 NL 2933—Shpg. wt., 1 lb. 6 oz. . . . \$5.98

Best Quality . . . the better investment

Today more women are buying the best because the best gives long-term service. *Sears Easy Payment Plan* permits a month-by-month budget that makes larger expenditures easier. See inside back cover.



View showing well-cut back



Good Quality \$2.98

Better Quality \$3.98

Best Quality \$4.98

The all-purpose 2-piece Playsuit

A Kerrybrooke* version with separate button-front dirndl skirt

One of the most practical summer fashions ever designed because you can put on the separate skirt over the one-piece playsuit and look well-dressed almost anywhere. Take off the skirt and you're ready for action, whether for sports or house work or just having fun-in-the-sun. What's more, you can use this separate skirt with other blouses . . . toss it over the playsuit as a cape . . . many ways to wear it, all wonderful.

Sears bring you this basic playsuit in favorite fashions: the border print, candy stripes and the brilliantly colorful tropical print that's one of the important California styles you'll see featured for summer 1942. Skirt is the dirndl you like so well . . . easy on, easy to iron button-front style. Playsuit is the preferred 1-pc. tailored classic. Choose from 3 qualities, 3 fabrics, 3 prices . . . Sizes 12 to 20. "Buy by mail and save."

Don't miss these rare values—Use your credit. Easy Terms available, see inside back cover
For complete line of Playsuits and Playclothes, see pages 10, 11, 16 and 17



Good Quality **\$2.98**
2-piece

Tested washable Percale
We believe that many others will ask \$3.49

Bright as the first day of summer . . . our good quality playsuit in a charming combination of print-and-plain Percale. Skirt in gay floral print with smart border pattern, see illustration left above, is cut full; belt has ties that form soft bow at front. Makes a perfect separate to wear with summer blouses. Playsuit has collar and cuff trims in matching print, set-in belt, well-cut shorts with front pleats. Buttons throughout are fresh-water pearl. Inside seams are neatly pinked.

Color: Copen Blue Playsuit; Skirt in colorful border Print. **Sizes:** 12, 14, 16, 18, 20. **State size.**

7 L 2934—Shpg. wt., 1 lb. 3 oz. . . . **\$2.98**

Looks like a dress when skirt is buttoned



Better Quality **\$3.98**
2-piece

Tubfast cotton Seersucker
We believe that many others will ask \$4.89

Cool, crinkly Seersucker is more than ever in fashion . . . ideal for playsuits because it washes so easily, needs no ironing. The quality we've used is soft and fine with the candy stripe print you'll find in better Seersucker dresses (see illustration center above). One-piece playsuit is especially well tailored. Shirt has cool open collar, Shirred yoke back, covered shoulder pads. Shorts with front pleats. Button-front dirndl skirt with wide waistband makes a trim summer separate. Wear it capewise when the breezes blow chilly. **Colors:** Blue, Red or Maize Stripes on White Ground. **Sizes:** 12, 14, 16, 18, 20. **State size, color.**

◆ 7 NL 2935—Shpg. wt., 1 lb. 2 oz. . . . **\$3.98**

Wear as cape, too!

Save time . . . save money . . . it's easy to order by mail from Sears

—Check your size . . . see measurements on Page 998. Sears measurements for fit are now the same as the best standards everywhere in America. Order by mail, 'phone or through Sears helpful Order Offices.

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*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years



**Best
Quality**

\$4.98
2-piece

**Prize print on fine Rayon Crepe
We believe that many
others will ask \$5.98**

A dress-up playsuit that is luxury itself . . . from the summer-cool fabric to the gorgeous tropical print. A style inspired by those famous California fashions you've seen in the movies, read about in fashion magazines. It's a suit to give you many-way service. Full-gathered button-front dirndl skirt with soft ties at waist front makes a perfect separate. Worn over playsuit as illustrated, the effect is that of a charming dress. One-piece playsuit is a perfect classic with shirred back yoke, set-in belt, front-pleat shorts. Both playsuit and skirt are finely made. Print is hand washable; Sears recommend LUX.
Colors: Tropical Print on Aqua Blue or Maize Ground. **Sizes:** 12, 14, 16, 18, 20. **State size, color.**
♦7 NL 2936—Shpg. wt., 1 lb. 1 oz. . . . \$4.98

Buy the best . . . use Easy Terms

A fine playsuit like this pays for itself twice over in long-term satisfaction. *Sears Easy Payment Plan* permits convenient month-by-month budget payments. See inside back cover.



Pick of the Playsuit Fashions Fine quality 2-piece outfits

Beautifully styled and well-made . . Skirts on, they look like smart dresses . . Skirts off, you're ready for sun and fun. Sizes 12 to 20

A Dress and Playsuit

\$3.98
2-pcs.

California-inspired Cotton Print in brilliant Hibiscus flower design. The button-front dress, with yoke-back and swirl skirt, may be worn by itself. Finely made halter playsuit has 2 inverted pleats at front, double "bra" top. Washfast.

Color: Red and Green Print on White Ground. Sizes: 12, 14, 16, 18, 20. State size. Shipping weight, set, 1 pound 5 ounces.

♦ 7 NL 2937—2 pieces. \$3.98

B Skirt and Playsuit

\$2.98
2-pcs.

Swingy dirndl skirt over well made playsuit with new, square neck. Double value . . wear skirt with blouses, too. Charming Percale print with lavish eyelet cotton Batiste embroidery trim. Dainty buttons. Tested washable.

Colors: Dainty Print on Maize or Blue. Sizes: 12, 14, 16, 18. State size, color. Shpg. wt., set, 1 lb. 1 oz.

♦ 7 NL 2939—2 pieces. \$2.98

C Chambray Outfit

\$2.29
2-pcs.

Washable, durable, well-tailored . . a first-rate bargain. Button-front 4-gore skirt is in serviceable woven stripes; makes a perfect separate to wear with blouses. Well-made classic 1-piece playsuit has trim set-in belt, front-pleat shorts.

Color: Surf Blue. Sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., set, 1 lb. 2 oz.

♦ 7 NL 2940—2 pieces. \$2.29

D Dirndl Skirt and Playsuit in Rayon Crepe

\$3.98
2-pcs.

Dressy play twosome in fine quality and the loveliest taste you could ask. Full-gathered, button-front dirndl skirt is a beauty by itself; makes this outfit double as a go-everywhere dress. Classic playsuit has yoke-back shirt, front-pleat shorts, trim set-in belt. Wash by hand in safe, gentle Lux. Colors: White Print on Copen Blue or Rose-Red. Sizes: 12, 14, 16, 18, 20.

♦ 7 NL 2938—State size, color. Shpg. wt., 1 lb. . . 2 pieces, \$3.98



Buy the
Shirt to
wear with
Playsuit



Kerrybrooke
PLAY CLOTHES

California styling in the Season's most famous print

Hawaiian-inspired design on luxurious Rayon Crepe
.. superbly styled and finely made .. Sizes 12 to 18

Bra-Top Playsuit

2-piece set complete **\$3.98**
"Bra" and Shorty Skirt Set

(A) Fashion a Hollywood star would choose... the bare-waist playsuit that glorifies a fine figure, sets off your tan. Brief shorty skirt has side zip, fine Rayon jersey underpanties with snug elastic legs. Fitted, lined halter bra. Order Shirt, too... wear it over Playsuit, the ultra-smart way. Fine Rayon Crepe, tested hand washable. Use gentle Lux to keep it fresh and new-looking longer.

Colors: White Print on Sun Red or Blue. Sizes: 12, 14, 16, 18. State size, color. Shpg. wt., set, 11 oz.

♦ 7 NL 2921M.....2-piece \$3.98

Shirt and Dirndl Skirt

Both sold **\$3.39**
separately Each

(B) Softly Tailored Shirt... cut long like a man's, slit at sides. Yoke back. Casual style, perfect in soft, cool Rayon Crepe. Finely finished.

(C) Swirling Dirndl Skirt shows off superb print proudly; is full-gathered onto wide, two-button waistband for nipped look. Two-inch hem.

Both hand washable; we recommend Lux for ideal results.

Colors: White Print on Sun Red or Blue. Sizes: 12, 14, 16, 18. State size, color. Shipping weight, each, 12 oz.

♦ 7 NL 2919M—Shirt.....\$3.39
♦ 7 NL 2920M—Skirt.....\$3.39

Sears easy ordering

- Check your size, see Page 998.
- Easy Terms available, see inside back cover.
- Garments on these 2 pages marked ♦ shipped from Kansas City or New York; others from Sears nearest Mail Order House. Order all from nearest Mail Order House and pay postage from there.

4-pc. Set **\$10.00**
Complete Cash...\$2 Down

Save on complete 4-pc. set. Shirt, Skirt and 2-pc. Playsuit. Colors and sizes as above. State size, color. Shipping weight, set, 1 lb. 8 oz.

♦ 7NL2924M—4-pc.Set.Cash\$10.00
\$2 down...\$2 month on Easy Terms



(D)

(E)

(F)

(G)

(C)

(B)

(A)

(E) Bright with color
\$1.19

Dirndl in calico print on fine Percalé... excellent value at our thrifty price. Cut full for plenty of swing... trim two-button waistband to nip your waist. Bands in merry colors for gay accent. Washable. Colors: Yellow or Blue Ground, with Colorful Floral Print. Sizes: 10, 12, 14, 16, 18. State size, color. Shipping weight, 13 oz. 7 L 3202—Each...\$1.19

(F) Tie-around Dirndl
\$1.98

Clean-cut stripes on fine Cotton Pique... launders beautifully. Ties any way you like... front, back or at side, with splashy bow. Wide lap-over, deep hem. Colors: Red-and-White Stripe or Blue-and-White Stripe. Sizes: Small (fits 23 to 25-in. waist); Med. (26 to 28-in. waist); Large (29 to 30-in. waist). State size, color. Shipping weight, 15 ounces. 7 L 3201—Each...\$1.98

(G) Fiesta Dirndl
\$1.98

Whirls with a wide sweep like a rhumba dancer's skirt. Twin print ruffles... the under one in gay color. Slim, wide waistband; tie-tight sash. Fine calico-patterned Percalé. Washable. Colors: Gay Print on Red or Blue Ground, both with Yellow Print under-ruffle. Sizes: 10, 12, 14, 16, 18. State size and color. Shipping weight, 15 ounces. 7 L 3203—Each...\$1.98

Buy by mail and save... everything available on Sears Easy Payment Plan... see inside back cover for details

Gay Dirndl Skirts in fine prints and the right Blouses to wear with them

Newest favorites... All washable... Sizes from 10 to 20

(A) Skirt in tropical print sunny California fashion
\$1.98

Summer-cool and softly colorful... a print of real distinction. Makes a dress-up dirndl nice enough to dance or dine in. Cut luxuriously full, made with deep hem. Two-button waistband for neat, nipped look. In better Percalé, tested washfast. Colors: Bright Red or Bright Blue, with Contrasting Print. Sizes: 10, 12, 14, 16, 18. State size, color. 7 L 3205—Shipping weight, 12 ounces...\$1.98

(C) Suspender Dirndl Skirt in lovely rosebud print
\$1.98

Sweet as Grandma's courting days... wide-skirted, tiny-waisted dirndl with eyelet embroidery frilled hem, 2 rows of ric-rac. Trim two-button waistband. Good quality Percalé in an adorable rosebud print that washes beautifully. Fine fashion value! Colors: Copen Blue or Yellow Grounds, Rose-and-White Print. Sizes: 10, 12, 14, 16, 18. State size, color. 7 L 3204—Shipping weight, 12 ounces...\$1.98

(B) Dirndl Blouse with low square-cut neck so popular
\$1.00

Sears version is a splendid value... crisp-finished, fine Cotton Batiste with eyelet embroidery trim in unusually nice quality. Full cut; well made with fine stitching, pinked inside seams, ample tuck-in. Color: White only. Sizes: 12, 14, 16, 18, 20; see How to Measure on Page 998. State size. 7 L 3008—Shipping weight, 4 ounces...\$1.00

(D) Button-front Dirndl Blouse with little-girl round neck
\$1.00

Beautifully made in our dainty, crisp-finish fine Cotton Batiste. Eyelet embroidery is fine quality, rare at this price. Deep front facing; yoke at back and front. Perfect with skirt shown... any skirt. Color: White only. Sizes: 10, 12, 14, 16, 18; see How to Measure, Page 998. State size. 7 L 3011—Shipping weight, 4 ounces...\$1.00

Buy by Mail and Save... it's easy to order from Sears

All garments on these 2 pages are stocked in your nearest Sears Mail-Order House so we can serve promptly. This means that most shipments will arrive in a few days. Order and pay postage from your nearest Sears Mail-Order House.

—Check your size... see size measurements, Page 998. Measurements for fit used in our skirts, blouses and dresses are same as best standards used in America. It's easy to get correct fit at Sears by mail, phone or through our helpful order offices.



Mother and Daughter Dirndl Dresses Charming for big or little sisters too

A winsome fashion more popular than ever

Ⓐ Percal in Gay Candy Stripes

\$3.98 **\$3.39** **\$2.49**

Mothers' Sizes

Growing Girls' Sizes

Little Girls' Sizes

Whirl-skirt dirndl dress over separate romper panties. Bodice has Matlex "Lastex" yarn shirring, guaranteed to stay shirred. Fits snugly . . . stretches. Washable Percal. Colors: Red or Copen Blue, with White Stripes. State color. 7 L 2922—Mothers' Sizes. Small (fits sizes 10 to 12), Medium (fits sizes 14 to 16), Large (fits sizes 18 to 20). State size. Shipping weight, 1 pound 2 ounces. . . . \$3.98 77 L 7588—Growing Girls' Sizes. Small (fits 7 to 8), Medium (fits 10 to 12), Large (fits 14 to 16). State size. Shipping weight, 1 pound 2 ounces. . . . \$3.39 38 L 5704—Little Girls' Sizes. Small (fits 1 to 2), Medium (fits 3 to 4), Large (fits 5 to 6). State size. Shipping weight, 7 ounces. . . . \$2.49

Ⓑ Fine Cotton Pique

\$2.98 **\$2.29** **\$1.89**

Mothers' Sizes

Growing Girls' Sizes

Little Girls' Sizes

Cool, crisp and snowy white . . . with ric-rac in contrasting color. Perfect for mother . . . for big or little daughters. True dirndl style with beautifully fitted bodice, full skirt. Closes down back with ocean pearl buttons. Two-inch hem. Pinked seams. Washfast. Colors: White with Red ric-rac; or White with Blue ric-rac. Be sure to state color and size.

7 L 2901—Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 3 ounces. . . . \$2.98 77 L 7590—Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces. . . . \$2.29 38 L 5702—Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces. . . . \$1.89

Ⓒ Our Front Cover Dirndl Dress . . .

Mothers' Sizes

\$2.98

Growing Girls' Sizes

\$2.29

Little Girls' Sizes

\$1.89

Sweetest of dirndl styles with sprightly flounced skirt—flattering style for Mother, darling on big or little girls. Beautifully made in a lovely calico-patterned print on fine Percal; tested washable. Ric-rac trim. pinked seams. State size and color. Colors: Dainty Print on Yellow or Soft Blue.

7 L 2900—Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 1 ounce. . . . \$2.98 77 L 7594—Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces. . . . \$2.29 38 L 5700—Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces. . . . \$1.89





Kerrybrooke
PLAY CLOTHES

Topnotcher Slack Suits Smart California Styles

Choose slacks and gay separates, too, from these pages

© Fine Rayon Gabardine

\$3.98
Set

Grand example of the thorough quality that goes into Sears Kerrybrooke Slack Suits. Fabric is specially finished to stay in press longer; slacks keep their spic-and-span crease. Classic shirt has Shirred back yoke . . . nice details like flap pocket, deep front facings. Slacks are beauties—with soft front pleats, trim 2-button waistband, well done button placket. Inside seams pinked. (Dry cleaning recommended.)

Colors: Copen Blue or Beige 124. Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 lb. 7 ounces.

♦ 7 NL 2942—2-Piece \$3.98

© Slacks, Weskit and Shirt

\$3.98
Slacks

\$2.29
Weskit

\$1.69
Shirt

Stunning together . . . all wonderful separates—Mannish weskit and superbly tailored, zippered slacks in *de luxe* pin-wale Corduroy, lightweight and comfortable. Combine colors as you like.

Sizes: 12, 14, 16, 18, 20. State size and color.

♦ 7NL2944—Corduroy Slacks. Colors: Sand Beige or Chicory Brown 267. Shpg. wt., 1 lb. 4 oz. \$3.98

♦ 7NL2943—Corduroy Weskit. Colors: Flag Red or Kelly Green 761. Shipping wt., 12 oz. . . . \$2.29

♦ 7NL3074—Sports Shirt. Fine quality Percal in famous Tattersall sports check, man-tailored style. Cut long; yoke back.

Color: Navy-and-Copen Blue Check. Sizes: 12, 14, 16, 18, 20, 22. State size. Shpg. wt., 10 oz. \$1.69

\$2.98
Set

① Woven Stripe Seersucker

The season's style hit . . . at a low price for this fine-quality, better-wearing Cotton Seersucker. Perfectly styled and tailored . . . note smart long-length jacket with two button-up pockets. Slacks have cuff bottoms, trim wide waistband, neat buttoned placket. Fresh-water pearl buttons add tailored style.

Colors: Apple-Green-and-White, Copen-Blue-and-White or Medium Brown-and-White Stripes. Sizes: 12, 14, 16, 18. State size, color. Shipping weight, 1 lb. 6 oz.

7 L 2941 2 Pieces. \$2.98

Buy by mail and save

Garments marked ♦ on these 2 pages shipped from Kansas City or New York, whichever is nearer you; others from nearest Mail Order House. Order all garments from your nearest Mail Order House and pay postage from there.



Quality fabrics finely tailored Cut for good fit.. sizes 12 to 20

Buy the best.. Easy Terms available, see inside back cover

© Spun Rayon Gabardine

3-Piece outfit **\$5.98**
Complete

Tailored by a famous maker... with details as fine as the luxurious fabric itself. Every piece a grand separate... jerkin will go well with skirts or dresses too. Classic yoke-back shirt, cut extra long. Zippered slacks; ring-buckle belt. Side-button jerkin, smartly fitted. Fine workmanship; selected buttons; pinked inside seams. (Dry cleaning recommended.)

Colors: Flag Red Jerkin, Navy Slacks and White Shirt; or Sun Gold 109 Jerkin, Luggage Brown 212 Slacks and White Shirt. Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 lb. 15 ounces.

♦ 7 NL 2945..... \$5.98

© New Linen-like Shantoy

Jacket or Slacks **\$2.98**
Each

The season's hit fabric in a nubby weave with smart linen-like look. (50% Rayon, 50% Cotton.) Specially finished to stay crisp longer. Mix colors as you like. Wash by hand separately. Sizes: 12, 14, 16, 18, 20. State size, color.

Jacket in new longer length, about 28 in. Trim tailoring with firm-stitched edges, inside seams neatly overcast. Handsome buttons.

Colors: Flag Red, Blue 557 or Sun Gold 109. 7 L 2947—Shipping weight, 14 oz.... \$2.98

Mannish Zippered Slacks; Cuff Bottoms Colors: Navy or Medium Brown 224.

7 L 2948—Shipping weight, 1 lb.... \$2.98

Sears easy ordering

—Check Your Size... see size measurements, Page 998. It's easy to get correct fit by mail, phone or Sears Order Office.

—Easy Terms Available... Why not build your order to \$10... pay monthly. See inside back cover for full details.

© De Luxe Sailor Fashion

\$4.98
Set

Beautifully tailored slack suit with new longer look. In a new, superbly fine Spun Rayon, both durable and smart. Popular sleek, long jacket with sailor collar in striped rayon jersey. Small sketch shows careful cut of collar with stripes prettily squared. Zippered slacks with belt. (Dry cleaning recommended.)

Colors: Cadet Blue with Red and White Collar; or Navy Blue with Navy and White Collar. Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 7 oz.

♦ 7 NL 2946..... \$4.98



Play Shoes on these two pages are described on pages 136, 137 and 138



Surf Blue Denim Play Togs Sanforized for lasting fit

Especially well cut and well tailored . . . rayon braid trimmed
Strong seams and neat inside finish . . . Sizes from 12 to 18

ⓐ Jacket and Culotte \$1.98 Each

Well-tailored jacket in double-breasted effect. Two handy big pockets. Inside seams pinked. Length, about 23 inches. Culotte (divided skirt) Cut to look like a sports skirt; gives trouser freedom as you move. Flap pocket at waist. Popular for bicycling, bowling, all sports.

Both in our sturdy Sanforized-Shrunk Denim, maximum fabric shrinkage 1%. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to state size.

7 L 2904—Jacket. Shpg. wt., 15 oz., \$1.98

7 L 2906—Culotte (divided skirt). Shpg. wt., 1 lb. 2 oz. . . . \$1.98

ⓑ Popular new Shortall \$1.98

Cross between an overall and shorts . . . so smart and young-looking, it's first choice with the young crowd everywhere. Sears version has all the right details: cuff bottoms, well-fitted, high-cut top so you can wear it without a shirt. Real pocket, rayon braid-trimmed flap. Sanforized-Shrunk Denim; won't shrink over 1%. Strongly made, well-finished. Attractive Knit Cotton Shirt shown is described on our Active Sportswear Page 19. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to state size.

7 L 2907—Shpg. wt., 15 oz. . . . \$1.98

Ⓐ Overall \$1.98

Overall especially cut for good fit . . . note set-in waistband, high-cut top darted snugly so you can wear it without shirt, too. Nicely detailed . . . smart-flap pocket has spic-and-span rayon braid trim. Sanforized-Shrunk Denim; won't shrink more than 1%. Strongly made throughout; neat inside finish. Color: Surf Blue. Sizes: 12, 14, 16, 18 only.

7 L 2903—State size. Shpg. wt., 1 lb. 4 oz. . . . \$1.98

Chintz-print Sports Shirt. Cut long; yoke back. Fine washfast Percale in sunny yellow for gay contrast or soft blue to harmonize with Denim. Nicely made. Colors: Yellow or Copen Blue Ground; Red Berry Print. 7 L 3067—Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 8 oz., \$1.39

ⓑ Trim Slacks \$1.39

Ⓒ Handy Halters 59¢ Each

Cut for lasting good fit. Sanforized Denim won't shrink more than 1%. Our own expert cut for trim fit and good hang. Flap pocket, rayon braid trimmed. Well tailored button placket, 2-button waistband. Crotch seams strongly double-stitched. Inside seams pinked. (Shirt shown is described on Pg. 19.) Color: Surf Blue. Sizes: 12, 14, 16, 18 only. State size.

7 L 2905—Shpg. wt., 1 lb. 2 oz. . . . \$1.98

Snug V front. Two-button back closing cross-over straps. Neat inside finish. Sizes: Small (fits 32-inch bust), Medium (34 to 36-inch bust), Large (38 to 40-inch bust). State size. Shipping weight, each, 5 ounces.

7 L 2970—Sanforized Denim (maximum shrinkage 1%). Color: Surf Blue. . . 59¢

7 L 2971—Denim (not Sanforized). Color: Multi-color Mexican Stripes. . . . 59¢



Early American woven checks New playclothes favorites

Rugged homespun-like cotton... copied from America's old-time frontier checks... Smart, new, different! Sizes 12 to 20

F Shirt and Shorts

\$1.79 **\$1.79**
Shirt Shorts

Newest Classic Shirt. Cut long like a man's... slit at sides so it will look smart worn outside, too. Yoke back; real cuffs. Fine buttons.

New long Boy Shorts... Everybody likes them for their trim, young look. Exceptionally well-made with zip-up placket, two side-seam pockets. Turn up bottoms to make cuffs. **Color:** Blue-and-White Check Cotton. **Sizes:** 12, 14, 16, 18, 20. **State size.** Shipping weight, each, 14 ounces.

7 L 2914—Shirt.....\$1.79
7 L 2916—Shorts.....\$1.79

G Jacket and Skirt

\$2.98 **\$1.79**
Jacket Skirt

Classic jacket tailored spic-and-span. Padded shoulders; clean-finished seams. Fine buttons. Length, about 23 inches. **Color:** Blue-and-White Check Cotton. **Sizes:** 12, 14, 16, 18, 20. **State size.**

7 L 2912—Shpg. wt., 1 lb. 1 oz. ...\$2.98

Well-cut 6-gore Skirt with zip placket, patch pocket at side front. Neat taped hem; pinked seams. **State size.** *Shirt shown is described on Page 22.*

Color: Blue-and-White Check Cotton. **Sizes:**12 14 16 18 20
To Fit Waist: ..24 26 28 30 32 in.
7 L 2913—Shpg. wt., 14 oz.\$1.79

H Slacks and Shirt

\$1.98 **89c**
Slacks Shirt

Mannishly tailored slacks with cuff bottoms, two side seam pockets. Trim zip placket. **Color:** Blue-and-White Check Cotton. **Sizes:** 12, 14, 16, 18, 20. **Shpg. wt.,** 1 lb. 2 oz.

7 L 2915—State size.....\$1.98

Man-tailored Sports Shirt with link-button convertible collar, pleated action back. Double stitched seams throughout. Washfast Cotton Slub Broadcloth. **Colors:** White or Copen Blue. **Sizes:** 12, 14, 16, 18, 20, 22. **State size and color.**

7 L 3065—Shpg. wt. 7 oz.89c

J Work or Play Overall \$1.98

Ideal for gardening, for doing housework comfortably, for back yard sunning. Will stand hard service too... the cotton fabric is so sturdy. Checks have neat-as-a-pin look; style is designed for comfort. High cut and well fitted at front and back; may be worn without a shirt. Roomy pocket; easy-on button back closing. Strong overlapped inside seams. (*Knit Cotton Shirt shown is described on our Active Sports Wear Page 19.*) **Color:** Blue-and-White Check Cotton. **Sizes:** 12, 14, 16, 18, 20. **State size.**

7 L 2917—Shipping weight, 1 pound, 4 ounces. ...\$1.98

It's easy to order from Sears

—**Check Your Size...** see size measurements, Page 998. It's easy to get correct fit by mail, 'phone or through Sears helpful Order Offices.

—**All garments on these two pages** are stocked in your nearest Sears Mail Order House. This means that most shipments will arrive in a few days. Order and pay postage only from your nearest Sears Mail Order House.

—**Available on Sears Easy Terms...** Why not pay as you wear on a month-by-month budget? See Inside Back Cover for complete details.

Buy by mail for thrifty savings... buy the best for long-time service.

Kerrybrooke
PLAY CLOTHES

Play Shoes Shown on these 2 Pages
Described in our Play Shoe Section.

□ PAGE 17..... SPORTSWEAR





Special Playclothes for larger women

Youthful styles in sizes 38 to 46

- Scientifically cut to slenderize ... to fit comfortably
- Roomy hips and armholes ... easy fullness you like at bust

Both in Sizes
48 to 52, too

2-piece Slack Suit

\$2⁹⁸
Set

Thrifty slack suit, especially well tailored in durable Cotton Suiting, tested washable. Long in-or-out shirt with double-stitched yoke back. Cuff-bottom slacks have 2-button waistband, buttoned placket. Inside seams pinked.

Color: Lt. Navy with White Stripes. State size.

Shipping weight, each, 1 pound 5 ounces.

7L2956—Larger Women's Sizes: 38, 40, 42, 44, 46. 2-pc. suit. \$2.98

7L2957—Larger Women's Sizes: 48, 50, 52. \$2.98

Denim separates

\$1²⁹ Jacket **\$1⁶⁹** Overall

Overall. Wear with or without shirt. Buttons at back. Color: Surf Blue. State size. Shipping weight, ea., 13 oz.

7L2952—Larger Women's Sizes: 38, 40, 42, 44, 46. Each. \$1.69

7L2953—Larger Women's Sizes: 48, 50, 52. Ea. \$1.69

Jacket. Makes a handy all-around separate. Well tailored. Color: Multi-color stripes.

State size. Shpg. wt., ea., 9 oz.

7L2954—Larger Women's Sizes: 38, 40, 42, 44, 46. \$1.29

7L2955—Larger Women's Sizes: 48, 50, 52. \$1.29

2-piece Playsuit

\$3²⁹
Set

Neat, slenderizing print in smart fashion fabric (95% durable cotton, 5% Rayon). 1-pc. playsuit has yoke-back shirt, shorts with front pleats. May be worn with or without belt. Well-cut 7-gore skirt buttons down front ... easy on, easy to iron. Washable.

Colors: White Print on Copen Blue or Rose.

Larger Women's Sizes: 38, 40, 42, 44, 46. State size and color. Shipping weight, 1 pound 2 ounces.

7L2958—2 Pcs. \$3.29

Culotte Dress

\$3⁹⁸

Divided skirt in newest most expert cut ... looks just like a dress when you stand, gives trouser freedom when you walk. Under-section has smooth zip closing. Our better washfast Cotton Seersucker in smart narrow stripes. One-piece style; set-in belt.

Colors: Red-and-White or Copen Blue-and-White stripes.

Larger Women's Sizes: 38, 40, 42, 44, 46. State size and color. Shipping weight, 1 pound 2 ounces.

◆7NL2959—1 Pc. \$3.98

Buy by Mail and Save ... it's easy to order from Sears

—Check Your Size ... see size measurements, Page 998. It's easy to get correct fit by mail, 'phone or through Sears helpful Order Offices.

—Available on Sears Easy Terms ... payments may be budgeted over months ahead. See inside back cover.

Garments marked ◆ on these 2 pages are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order all garments from your nearest Sears Mail Order House and pay postage from there.

You'll want Play Shoes too ... styles shown here are described on pages 136, 137, 138

Jacket Slack Suit in Spun Rayon Gabardine

\$4⁹⁸
Set

The season's most popular slack suit adapted for larger women ... with all the good style you admire in smaller sizes. Slenderizing long jacket has set-in belt at back, easily adjusted front ties. Slacks have soft front pleats, trim two-button waistband, well-tailored button placket. Fabric is smooth and smart ... a fine quality, beautifully tailored to add to slenderizing effect. Inside seams neatly pinked. Dry cleaning recommended.

Colors: Copen Blue or Navy. Larger Women's Sizes: 38, 40, 42, 44, 46. State size, color. Shpg. wt., 1 lb. 7 oz.

◆7 NL 2960—2-Pc. Suit. \$4.98



New Kerrybrooke Play Clothes

Correct styles for active sports

Designed for action-ease and trim looks... Sizes 12 to 20

Favorite for golf

\$3.98

Handy separates... shirt and skirt outfit designed for free-and-easy comfort. Full 4-gore skirt permits a wide stride. Roomy yoke-back shirt; cut long, darted for trim fit. New soft Suede-finish Cotton Pique; tested washfast.

Colors: Powder Blue 557, Lt. Maize 103 or White. Sizes: 12, 14, 16, 18 only. State size, color. Shipping weight, 1 lb. 4 oz. ♦7 NL 2911—2-Piece... \$3.98

Tennis two-piecer

\$2.98

In-or-out shirt, slit at sides. Pleated action back; double-fabric yoke. Zipped shorts; pleats back and front. Cotton Oxford Cloth, handsomely tailored. Seams double-stitched. Color: White. Sizes: 12, 14, 16, 18 only. State size. Shpg. wt., 1 lb. 1 oz. ♦7 NL 2910—2-piece... \$2.98 Visor. Cotton Gabardine. Elastic adjuster at back. White; green lining. Fits all headsizes. 7 L 2962—Shpg. wt., 8 oz., 59c

Perfect Sports Coat

\$6.98

Extra-fine quality...100% Virgin Wool, wonderfully soft and durable; comfortable weight. Fine stitching at shoulders, down sleeves, on collar and pockets. Padded shoulders; ocean pearl buttons. Fully lined with fine Rayon Twill guaranteed for life of garment. Lgth., abt. 28 in. Colors: Flag Red 311 or Beige 124. Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 2 lb. 2 oz. ♦7 NL 3951—Each... \$6.98

Knit Cotton Shirts

89c \$1.00

Plain Striped

Indispensable for all sports. Soft, absorbent ribbed Knit Cotton. Washable. Sizes: Small (fits 32-in. bust), Medium (34 to 36-in. bust), Large (38 to 40-in. bust). State size, color. Shpg. wt., each, 6 oz.

① Plain White Ribbed Knit with Red or Blue neckband. 7 L 2918—Each... 89c

② Classic Basque Stripes. Smart with slacks or skirts. Washable. Colors: White with Red Stripes; or White with Blue Stripes. 7 L 2908—Each... \$1.00

Color numbers refer to Color-Graph facing green pages in back of book.



One-piece Tennis Dress with panties

\$2.98 Style you'll see on smartest courts... Spic-and-span fine Cotton Pique

Button-front—easy on, easy to launder. Dress with roomy yoke back. Set-in belt. Full 8-gore skirt. Bloomer panties. Color: White. Sizes: 12, 14, 16, 18, 20. State size.

♦7 NL 2923—Shipping weight, 1 lb. 1 oz. \$2.98

Alice Marble Tennis Cap. Famous "pro" style. White Cotton Gabardine; stiff visor lined with green. 6-section fitted crown; enamel-rimmed air holes. Felt head band. Sizes: Small (fits 21-in. headsize), Medium (fits 22-in. headsize), Large (fits 23-in. headsize). State size. 7 L 2961—Shipping weight, 9 oz. 69c



Extra long
Riding Shirt
\$2.29



For Riding
Crops shown,
see index



Poplin Shirt
\$1.29

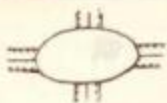
Pullover
\$1.29

Shirt
89c



Riding Pants and Shirts made for rugged service

Jodhpurs, Breeches, Saddle Pants with these features:



1. Crotch is lined with
chamois... convenient,
comfortable.



2. Self-fabric or leather
knee guards for
extra serviceability.



3. Smooth zip placket
... closes in a jiffy, looks
so trim and tailored.



4. Leather straps at
side waist adjust to
comfortable fit.



5. Strain points strongly
bar-tacked... pro-
tects against rips.

Our big-value Jodhpurs

Cavalry Twill **\$3.98** Whipcord **\$3.29**

Splendidly tailored; see features illustrated. Reinforced hi-waist. Suede leather knee guards, boot straps. 2 pockets. Dry cleanable. Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color, waist, inseam measurements and height in stocking feet; how to measure, below at right. Shpg. wt., ea., 2 lbs.
7 L 8133—Cotton Cavalry Twill; zip placket. Med. Brown, Dk. Green or Black... **\$3.98**
7 L 8144—Cotton Whipcord; button placket. Dk. Green or Medium Brown... **\$3.29**

Perfect Riding Shirt. Cut extra long. Fine pre-shrunk (3% shrinkage) mercerized Cotton Gabardine, saddle stitch trim. Action-pleat back; double-fabric yoke, collar and cuffs. Dyed ocean pearl buttons. Washfast. Colors: White or Tan. Sizes: 12, 14, 16, 18, 20, 22. Be sure to state size and color.
7 L 3069—Shipping wt., 13 oz. **\$2.29**

Button-leg Breeches

Cotton Cavalry Twill with 5 features above. Reinforced lined hi-waist. Suede leather knee guards. 2 pockets. Dry cleanable. Colors: Tan, Medium Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color, waist, inseam measurements and height in stocking feet; how to measure below.
7 L 8126—Shpg. wt., 2 lbs. **\$3.98**
Cotton Poplin Shirt. Cut long. Convertible collar; yoke back. Double-stitched seams. Washable. Colors: Red-and-White or Royal Blue-and-White Stripe. Sizes: 12, 14, 16, 18, 20, 22. Be sure to state size and color.
7 L 3070—Shpg. wt., 10 oz. **\$1.29**

Western Saddle Pants

Sanforized Cotton Cavalry Twill; max. shrinkage 1%. Self-fabric seat, knee guards; also 5 features above. 2 roomy buttoned pockets. Colors: Tan, Medium Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color, waist, inseam measurements and height in stocking feet; see how to measure below. Shpg. wt., 2 lbs.
7 L 8140—Saddle Pants. **\$3.98**
Cotton Terry Pullover. Washable, needs no ironing. Cut long. Colors: White or Blue 557. Sizes: Small (fits 32-34 in. bust), Medium (36-38), Large (40-42). State size and color.
7 L 3068—Shpg. wt., 8 oz. **\$1.29**

Sanforized Denim Jeans

Maximum fabric shrinkage 1%. Copper-finished button placket on each side; copper rivet trim. Self-fabric knee guards. Back hip pocket. Colors: Faded Blue or Navy with Red Stitching. Waist Sizes: 24, 26, 28, 30, 32, 34 in. State color, waist, inseam measurements and height in stocking feet; how to measure below.
7 L 8147—Shpg. wt., 1 lb. 8 oz. **\$2.69**
Washfast Cotton Broadcloth Shirt. Action-pleat yoke back. Convertible collar. Double-stitched seams. Colors: White or Copen Blue 607. Sizes: 12, 14, 16, 18, 20, 22. State size, color.
7 L 3065—Shpg. wt., 7 oz. **89c**

Measure carefully for good fit... follow these instructions

How to measure for all Sears Riding Pants. Remove shoes; have someone else measure you, over underwear. Measure waist tightly around smallest part of natural waistline. Measure inseam on inside of leg, from crotch to the floor (see sketch at right).

Take height from top of head to floor, without shoes. Send exact measurements of waist, inseam and height; make no allowance.
How to measure for Shirts. Take bust measure as shown in general measurement instructions on Page 998.

For a complete selection of Western Riding Apparel, send for Booklet number 1730



Kerrybrooke Rayon Blouses

Selected fine rayons tested hand washable
Tailored well; fine stitching, pinked seams
Softly full cut; amply long; nicely detailed

\$1.59
Each

A Deep V-neck

Popular "plunging neckline" style with embroidered monogram effect. Yoke back. Fine Rayon Crepe. Colors: White, Red Trim; or Lt. Blue 553, White Trim. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 11 oz.
7 L 3023.....\$1.59

B Classic Shirt

Rayon Crepe in flag stripes or white. Waistline darts for trim fit. Colors: Red-and-White Stripes; Blue-and-White Stripes; or All White. Sizes: 10, 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 7 oz.
7 L 3071.....\$1.59

C Rayon Satin

Dress-up shirt with gleaming jewel-type buttons. Cuffs with matching detachable links. Convertible collar. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 9 oz.
7 L 3003.....\$1.59

D Famous value

Softly tailored blouse in dressy Rayon Satin. Convertible collar. Dainty buttons. Wear as tuck-in too. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 10 oz.
7 L 3029.....\$1.59



Our Better Quality Kerrybrooke Blouses
in finer rayon fabrics, dressier styles

\$2.59
Each

Fine Rayon Sheer

Dress-up blouse for suits or skirts. Twin-ruffle jabot edged with fine Val-type Cotton Lace. Yoke back; softly full bodice. Cut long. Triple Rayon Sheer for serviceability. Dry cleanable. Color: White. Sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., 14 oz.
7 NL 3035.....\$2.59

Fine Rayon Crepe

Flag-striped shirt with bias ballerina sleeves. Yoke back. Convertible collar. Tiny ocean pearl buttons. Washes beautifully. Colors: Red-and-White Stripe; or Bright Navy-and-White Stripe. Sizes: 12, 14, 16, 18, 20. State size and color. Shpg. wt., 11 oz.
7 NL 3072.....\$2.59

Sizes from 32 to 53

Tuck-pleat front; yoke back. Fine hand washable Rayon Crepe. Dainty ocean pearl buttons. Shpg. wt., ea., 10 oz. Colors: White or Rose Beige. Regular Sizes: 32, 34, 36, 38, 40, 42. Stout Sizes: 43, 45, 47, 49, 51, 53. State size, color.
7 NL 3033.....\$2.59

Finest and dressiest...
lovely Charmode Blouses

\$3.59
Each

New deep V-neck

Fine Rayon Triple Sheer, dainty yet serviceable. Sleeves and pleated ruffle edged with extra-fine Val-type Cotton Lace. Tiny ocean pearl buttons. Pinked seams. Glorifies a daytime skirt; may be worn for evening too. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping wt., 12 oz.
7 NL 3039—Each, \$3.59

Jewel-type Buttons

Tailored sheer Blouse. In fine Rayon Triple Sheer made with deep shoulder shirring, full billowy sleeves. Jewel button cuffs, too. Yoke back. Cut long. Dry cleanable. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, 10 ounces.
7 NL 3038.....\$3.59

Sears makes ordering easy — Buy by mail and save

—Check your size... see measurements, page 998.
—Available on Easy Terms—see inside back cover.
—Color numbers refer to Color-Graph, back of book.
—Washing terms are explained on page 1001.

—Garments marked ♦ on these 2 pages shipped from New York or Kansas City; others from nearest Mail Order house. Order all from nearest Sears Mail Order house; pay postage from there.



Fine Cotton Blouses

Complete wardrobe of cool washables . . . tailored, sports and dress-up styles . . . Sizes 10 to 22; also 40 to 44

\$1.29

Each
Choice of
Striped or Plain

Deep-throated Shirt for skirts, suits, slacks

Hit style of the season . . . cool, slick and smart in fine Cotton Poplin. Washes beautifully, gives excellent service. Sears version is especially well-made with wide rever collar, deep front facings, gathered shoulders, soft fullness at front. Single, large fresh-water pearl button. Cut long. Inside seams pinked. Colors: Red-and-White or Copen-and-White; also All White. Sizes: 12, 14, 16, 18, 20; also Sizes: 40, 42, 44. State size and color. Shipping weight, 7 ounces.

7 L 3040 \$1.29

Dressy Lingerie Blouse

Fine, crisp-finished Cotton Batiste. Tucked front and sleeves trimmed with dainty Val-type Cotton Lace. Fine buttons, fine stitching. Inside seams neatly pinked.

Color: White. Sizes: 12, 14, 16, 18, 20, 22. State size. Shpg. wt., 4 oz.

7 L 3053 \$1.29

Popular peasant style

Cool, square neck . . . pretty puff sleeves. Fine crisp-finished Cotton Batiste; fine eyelet embroidery trim. Cut long. Perfect with a gay print Dirndl Skirt, see Page 12. Color: White. Sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., 4 oz.

7 L 3008 \$1.00



Cotton Blouses call for Dirndl Skirts, see our prize collection on page 12.



Dainty eyelet frills

A blouse that looks a lot more than our thrifty price. Made of sheer, fine Cotton Batiste with crisp finish. Deep V-neck has wide revers frilled with fine quality eyelet embroidery; wear them outside your coat. Matching trim on sleeves. Nicely made; fine buttons, waistline darts for neat fit, inside seams neatly pinked. Color: White. Sizes: 12, 14, 16, 18, 20, 22. State size. Shipping weight, 8 ounces.

7 L 3050—Each \$1.29

Pique Jacket Blouse

A favorite because the crisp, dainty cut-out eyelet embroidered revers may be worn outside your coat or suit jacket. Fine pin-wale Cotton Pique launders spic-and-span. Trimly fitted style with darts, back and front. Fresh-water pearl buttons. Well made with neat stitching, pinked seams. Color: White only. Sizes: 12, 14, 16, 18, 20, 22. State size. Shipping weight, 10 ounces.

7 L 3047—Each \$1.29

Little-girl round neck

Truly charming . . . sheer and dainty Cotton Batiste with crisp finish. Puff sleeves, demure round neck and button front frilled with extra-fine eyelet embroidery. Yoke at back and front; softly full bodice. Finely made; dainty stitching, pinked seams. Cut long. See how charming it looks with our rosebud print jumper Dirndl Skirt, Page 12. Color: White. Sizes: 10, 12, 14, 16, 18. State size. Shpg. wt., 5 oz.

7 L 3011 \$1.00

Perfect Sports Shirt

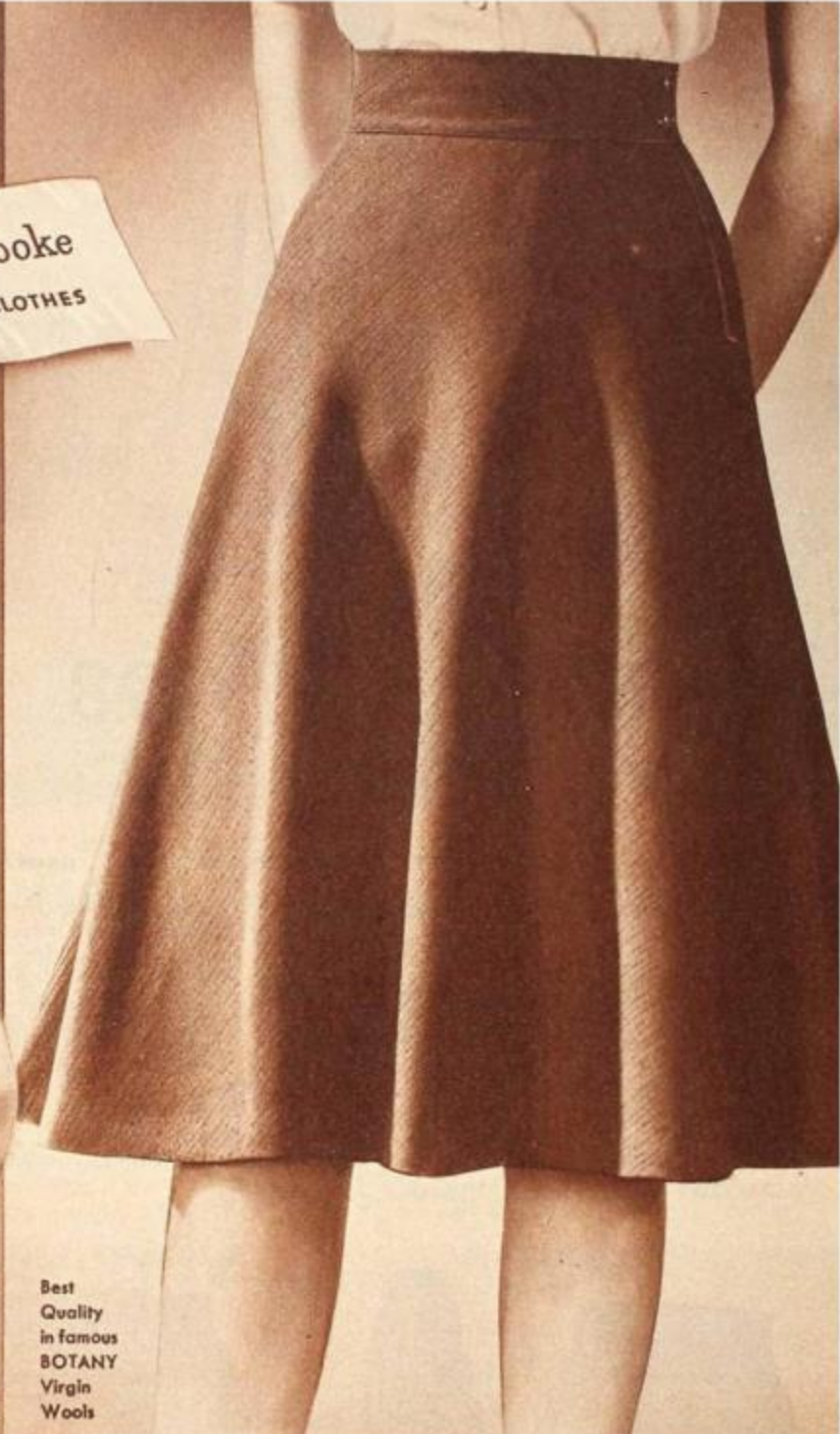
Special bargain. Fine washfast mercerized Cotton Broadcloth. Yoke back with inverted action pleat; roomy armholes. Link-button high-low collar. Double stitched seams throughout. Fine buttons; tucks well under skirts, slacks. Colors: White or Copen Blue 607. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 7 oz.

7 L 3065—Each 89c

It's easy to order from Sears . . . For size measurements, see page 998

—Easy Terms available . . . see inside back cover.
—Color numbers refer to Color-Graph preceding green section, back of book. See just how the color looks.

—Garments on these 2 pages marked ♦ shipped from Kansas City or New York; others from nearest Mail Order House. Order from nearest Mail Order House; pay postage from there.



The perfect Classic Shirt

- Choice of two styles and two qualities
- Each style in sizes from 12 to 22
- Superbly tailored and finely detailed
- Edges with three rows of fine stitching
- Each style with link cuffs now so smart
- Buttons of fine quality ocean pearl
- Finished well; inside seams pinked
- Fine hand washable Rayon Crepe; use LUX



The perfect Flared Skirt

- Choice of 2 fine wools, 2 qualities
- Choice of season's best-liked colors
- Each skirt in full size range: 12 to 22
- True bias cut; luxurious wide sweeps
- Carefully tailored and finely detailed
- 2-inch, 2-button waistband for firm fit
- Side closing with trim, stay-lock zip
- Inside seams pinked; hem neatly taped

Sears best quality

Fine, soft Rayon Crepe **\$3.59**
Looks and feels like silk

Classic long-sleeve shirt with newest link cuffs that adjust to your own proper sleeve length. Faultlessly tailored with all features above. Correctly styled; convertible collar, yoke and soft bodice fullness at back and front. Waistline darts for trim fit. Covered shoulder pads.

Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size and color.
◆ 7 NL 3014—Shpg. wt., 11 oz... \$3.59

Sears fine quality

Selected Rayon Crepe **\$2.59**
Exceptional at price

Short-sleeve classic shirt with popular link-button cuffs. Has every feature listed above plus excellent styling. Convertible collar; softly full bodice with yoke at front and back. Covered shoulder pads; waistline darts for neat fit. Fine Rayon Crepe wears well, washes beautifully.

Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size and color.
◆ 7 NL 3017—Shpg. wt., 10 oz... \$2.59

Sears best quality

Choice of two superb Botany Virgin Wools **\$4.98**

Extra fine—soft and rich-textured, long-wearing. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, each, 14 ounces.

◆ 7 NL 3231—Botany 100% Virgin Wool Worsted Crepe. Black, Laurel Green 767 or Soldier Blue 571. \$4.98
◆ 7 NL 3229—Botany 100% Virgin Wool Worsted Flannel. Beige 124, Navy or Medium Brown 224... \$4.98

Sears fine quality

Our own selected **\$3.39**
Worsted Wools

Finer, better-wearing than ever before... a splendid flannel, a rich, dressy crepe. Outstanding values at Sears thrifty price. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, each, 13 ounces.

◆ 7 NL 3294—100% Wool Worsted Crepe. Black or Soldier Blue 571, \$3.39
◆ 7 NL 3299—100% Wool Worsted Flannel in Navy or Brown 267, \$3.39

Measure before you order... see our measurement instructions on Page 998

□ PAGE 23 BLOUSES AND SKIRTS



\$1.98
Each

Best-liked new skirt styles in fine fashion-right rayons

Made with full sweeps you like . . . neat hems . . . inside seams neatly pinked. Sizes 10 to 22

- Better-quality washable Rayon Sharkskin
- Snowy White or flattering Powder Blue

Cool, washable skirt you'll want for summer—in popular swing style. Sears make it with the wide, ripple sweep you like . . . with slim, smooth hips, well-fitting 2-inch, 2-button waistband, zip placket. Tailored nicely; inside seams pinked, hem neatly taped. Firm, better-grade Rayon wears and washes nicely. Sears recommend LUX.

Colors: White or Powder Blue 557. Sizes: 12, 14, 16, 18, 20, 22. State size, color.

7 L 3290—Shipping weight, 12 ounces. . . \$1.98

Fine Rayon Faille. Soft unpressed pleats at front; two-gore bias back. Firm, two-button waistband; neat button placket. Taped hem. Hand washable; we recommend safe, gentle LUX.

Colors: Rose 429 or Copen 607. Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 13 ounces.

7 L 3287—Each. . . \$1.98

Dirndl with gay cotton braid trim. Full gathered all around; waistband interlined for firm fit. Button placket; 3-inch hem. Fine Spun Rayon. Dry cleanable.

Colors: Flag Red 311 or Black. Sizes: 10, 12, 14, 16, 18 only. State size, color. Shpg. wt., 14 oz.

7 L 3288—Each. . . \$1.98

Washable Skirt in linen-like fabric, 53% Cotton, 47% Rayon . . . cool and smart. Deep pleats at front; two-gore bias back. Firm two-button waistband; button placket.

Colors: Beige 124 or Rose 209. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 13 oz.

7 L 3291—Each. . . \$1.98

Rayon Cavalry Twill in fine, firm quality. 8-gore skirt, each gore smartly triple stitched. Button placket. Newest colors; tested washable.

Colors: Cavalry Tan 122 or Soldier Blue 571. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 14 ounces.

7 L 3292—Each. . . \$1.98

Measure, for good fit—see measurement instructions, Page 998



\$3.98
Each

Our finer Kerrybrooke Skirts finely tailored in rich fabrics

Note handsome styling, more costly cut; all with zip plackets, taped hems. Sizes 12 to 22

- Beautiful 20-gore skirt, our big success
- Ideal Dress-up style in fine Rayon Crepe

Twenty deftly tapered gores . . . sleek over hips . . . lovely rippling flare below. Zip placket; interlined 2-button waistband. Generous hem, neatly taped. Colors: Black, or Navy. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, 15 ounces.

◆ 7 NL 3269 . . . \$3.98

24 . . . SEARS, ROEBUCK AND CO. □

All Wool Shetland-type Tweed. 75% New Wool, 25% Reprocessed Wool. Newest colors; stitched-edge trouser pleats, front and back. Superbly tailored; zip placket. Firm 2-button waistband. Taped hem; pinked seams.

Colors: Navy, Beige 124 or Blue 575. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping wt., 1 lb. 1 oz.

◆ 7 NL 3272 . . . \$3.98

Our Famous Flared Skirt in two 100% Virgin Wool worsted fabrics. Wide ripple flare; 2-button waistband; zip placket. Taped hem. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, each, 14 ounces.

◆ 7 NL 3268—100% Wool Worsted Flannel. Navy or Laurel Green 767, \$3.98

◆ 7 NL 3263—100% Wool Worsted Crepe. Black, Beige 124, Brown 267, \$3.98

100% Wool Flannel—selected rich, soft quality. 2 stitched-edge deep pleats at front; 3-gore back. Genuine leather belt; zip placket. Taped double-stitched hem.

Colors: Menswear Gray, Brown 267 or Navy. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 15 ounces.

◆ 7 NL 3274—Each. . . \$3.98



Famous Kerrybrooke best-seller Skirts offer extra quality at thrifty prices

Better-type fabrics and tailoring; zip plackets; sizes for misses, juniors, women, larger women

\$339

Slimming 10-gore skirt in our finer 100% Virgin Wool Worsted Flannel, rich-textured and soft, very durable. Smoothly tailored; even, fine stitching, taped hem, pinked inside seams. Trim-fitting 2-button waistband; zip placket.

Colors: Navy, Kelly Green 763, Copen 607. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 14 ounces.

♦ 7 NL 3256.....\$3.39

\$298

Ideal Skirt for Larger Sizes... 10 tucked gores slenderize magically. Zip placket. Taped hem. Serviceable Part Wool Crepe... 41% reprocessed Wool, 31% sturdy Cotton, 28% Rayon.

Colors: Black or Brown 267. Women's Waist Sizes: 28, 30, 32, 34, 36, 38 in. Stout Women's Waist Sizes: 39, 41, 43, 45, 47, 49 in. State waist measure and color.

♦ 7 NL 3254—Shpg. wt., 14 oz., \$2.98

\$339

Shortie Skirt... in our finer quality 100% Virgin Wool Worsted Flannel... classic for sports and outdoors, campus favorite. 4-gore style with leather-effect belt. Measures 3 inches shorter than our regular skirts; wide 3-inch hem provides easy adjustment.

Colors: Copen Blue 607 or Flag Red 311. Juniors' Sizes: 9, 11, 13, 15, 17. State size, color.

♦ 7 NL 3257—Shpg. wt., 13 oz., \$3.39

All Wool Flannel

\$339

All Wool Tweed

\$298

• "Trousers" Pleat Skirt in 2 All Wool Fabrics. Excellent fabric, correct style, good tailoring; made to Sears specifications. Deep front "trouser" pleat, stitched at edges for trim pressed look; well-cut 3-gore back. Leather-like belt; zip placket. Taped hem; pinked seams. Shipping weight, each, 1 lb. 2 oz. Sizes: 12, 14, 16, 18, 20, 22. State size, color.

♦ 7 NL 3262—Finer 100% Virgin Wool Worsted Flannel. Colors: Gray 880, Black or Navy.....\$3.39

♦ 7 NL 3261—Fine All Wool Shetland-type Tweed. 75% New Wool, 25% Reprocessed Wool. Colors: Cadet Blue 575, Persian Rose 323, Black.....\$2.98



All Wool 4-gore Skirts

For Misses, Women, Juniors

\$339 Each

Classic 4-gore in finer virgin wools. Zip placket; neat strong hem. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, each, 13 ounces.

♦ 7 NL 3252—100% Wool Worsted Flannel. Green 767, Brown 267, \$3.39

♦ 7 NL 3248—100% Wool Worsted Crepe. Black, Navy or Gray 873. Each.....\$3.39

Change-about 4-gore skirt in soft, finer 100% Virgin Wool Worsted Flannel. Wear with or without pockets that button over leather-like belt; loops hold them fast. Zip placket. Neat, strong hem. Colors: Black, Navy or Cadet Blue 575. Sizes: 9, 11, 13, 15, 17. State size, color.

♦ 7 NL 3253—Shpg. wt., 14 oz., \$3.39



Our finest Kerrybrooke Skirts

Fashion favorites in quality fabrics

\$498 Each

Soft, rich 100% Virgin Wool Glen Plaid in a distinctive pattern... a truly beautiful skirt. Bias front; deep pleats, front and back; full sweep. 2-button waistband; zip placket. Taped hem.

Colors: Glen Plaid; Black, Gray and Copen or Brown, Beige and Green. Sizes: 12, 14, 16, 18, 20, 22. State size, color.

♦ 7 NL 3285—Shpg. wt., 1 lb., \$4.98

Fine Rayon Crepe... lovely dress-up skirt pleated all around in deep, even knife pleats. Made with full swingy sweep, generous hem. Firm interlined 2-button waistband; zip placket. Inside seams pinked. Colors: Black, Chicory Brown 267 or Navy. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipping weight, 1 pound 1 ounce.

♦ 7 NL 3251.....\$4.98

It's easy to order from Sears—For size measurements, see Page 998

—For explanation of Wool terms, see page 1001.
—Easy Terms Available... see inside back cover.
—Color Numbers refer to Color-Graph, back of book.

—Garments marked ♦ on these 2 pages shipped from Kansas City or New York; others from nearest Sears Mail Order House. Order; and pay postage from there.



Pullover Sweater
sold separately
See extreme right



Joan Bradley Classic Sweaters

Each one in a class by itself for beauty and smart style
The choice of nearly a million women for super value



An outstanding 4-Star Feature

- Fine all wool zephyr yarns
- Full fashioned necklines hand looped
- Lastex knit in necks for fit
- Special shaped armholes for freedom

The long, boxy Cardigan

Most popular cardigan we've ever sold. It has that casual air that's truly American! Expertly fashioned of fine All Wool Zephyr yarns. Longer, boxy style with long sleeves to wear pushed up if you like! Fine ocean pearl buttons . . . rayon and cotton grosgrain button band . . . all the 4-Star features. Wear it alone or mix-match it with the short-sleeve pullover at extreme right. Shipping wt., 1 lb. 2 oz.
Even Sizes: 32 to 40-inch bust. State bust size.
38L7379M-Red 311 38L7380M-Beige Heather
38L7381M-Copen Blue 607 38L7382M-Yellow 101
Long Boxy Carefree Cardigan only \$2.29

\$2.29
Cardigan only

It's convenient to pay on Easy Terms . . .
see inside back cover for complete details

The long, boxy Pullover

Smart, becoming pullover that's the sweater sensation of the year! You'll adore its longer length . . . its "push-up" or "wear-long" sleeves. The All Wool Zephyr yarns are soft, fluffy, yet strong and durable. Check its 4-Star features . . . that's why it is a Super Value at Sears price! Shpg. wt., 11 oz.
Even Sizes: 32 to 40-inch bust. State bust size.
38L7371-Beige Heather 38L7372-Red 311
38L7374-Copen Blue 607
Long, Carefree Pullover \$1.98

\$1.98

The classic Pullover

A true Classic Style! Wear this smart pullover with the cardigan at left, or wear it alone! Beautifully made of fine All Wool Zephyr with all the expensive 4-Star features! Crew neck has "Lastex" yarn knit-in for perfect fit. You'll want several in different colors. Shpg. wt., 11 oz.
Even Sizes: 32 to 40-inch bust. State bust size.
38L7384M-Copen 607 38L7344M-Beige Heather
38L7343M-Red 311 38L7345M-Yellow 101
38L7341-White Classic Pullover . . . \$1.69

\$1.69

Color numbers refer to Color-Graph facing first green index page in back of book

Fine Knit Cotton V-neck Pullover

Long loose boxy style
The pet of the campus!

It's the new V-neck pullover that's all the rage! You'll see it everywhere this season . . . it's so smart, comfortable and practical for all-occasion wear. Knit of good quality Combed Cotton softly fleeced for richness. Hand washable.
Even Sizes: 34 to 40-in. bust. State bust size. Shipping weight, 11 oz.
38 L 7213-Beige Heather
38 L 7214-Yellow 101
38 L 7215-Copen Blue 607 . . . 98c

98c

How to measure for Sweaters

Measure bust around fullest part. For snug fit, order size nearest measurement. For roomy fit, order next larger size. Dry cleaning recommended for Classic sweaters.

For Dickey
worn with
sweater, see
Page 113A.



Fleeced cotton Boxy Cardigan

All occasion knock-about for
active women and girls

98c **89c**

Women's Sizes Girls' Sizes

For work, for play . . . everybody's wearing this practical Sweatshirt Cardigan. The good quality Knit Cotton is softly fleeced inside . . . just the right weight for spring and summer. Smart longer length. Crew neck; fancy buttons. Roomy pockets. Hand washable.

Women's Sizes: 30 to 40-in. bust. State bust. Shpg. wt., 1 lb. 4 oz.

38 L 7367-Copen Blue 607
38 L 7365-White
38 L 7366-Red 311 98c

Girls' Sizes: 8, 10, 12, 14. State size. Shipping wt., 1 lb. 2 oz.
38 L 7500-Red 311



Comfortable, easy to wear Outfits

Kerrybrooke casual fashions...all good mixers...sizes 10 to 20

Ⓐ Glen Plaid Jumper

\$4.98

College girls started it—the young crowd everywhere has adopted it. Sears brings you the newest, smartest version with V-neck, wide revers, button closing on each side. Swingy 4-gore skirt. Fabric is a new miracle Spun Rayon in fine quality that looks and feels like soft wool. Handsomely made with genuine leather belt, fine buttons.

Colors: Bright Navy or Brown Glen Plaid. Sizes: 10, 12, 14, 16, 18 only. State size and color. Shipping wt., 1 lb., 2 oz.

◆ 7 NL 3224—Jumper .. \$4.98

Ⓑ Go-everywhere Coat

\$6.98

Casual style that goes with everything from slacks to evening clothes. Our finest quality... fabric is rich 100% Virgin Wool Suede Fleece in comfortable weight, beautifully tailored with stitched edges, bound seams. Yoke lining of Rayon Twill guaranteed for 2 years. Length, about 28 in. (Trouser-pleat skirt is our finest Shetland-type Tweed, see page 24.) Coat Colors: Flag Red or Beige 124. Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 10 oz.

◆ 7 NL 3950—Each \$6.98

Ⓒ Plaid Jerkin Set

\$5.98 **\$3.98**
Set Skirt only

The fashion-of-the-hour... ice cream plaids in wonderful, soft colors and a rich fine fabric (50% Rayon, 40% new Wool, 10% re-used Wool). Side-button jerkin. Finely tailored zippered skirt is season's smartest... pleated both front and back. Each makes a grand separate. Color: Rose-Blue-and-Beige Plaid. Sizes: 12, 14, 16, 18, 20. Be sure to state size.

◆ 7 NL 3222—Skirt and Jerkin. Shpg. wt., 1 lb. 3 oz. \$5.98

◆ 7 NL 3217—Skirt Only. Shipping weight, 13 ounces... \$3.98



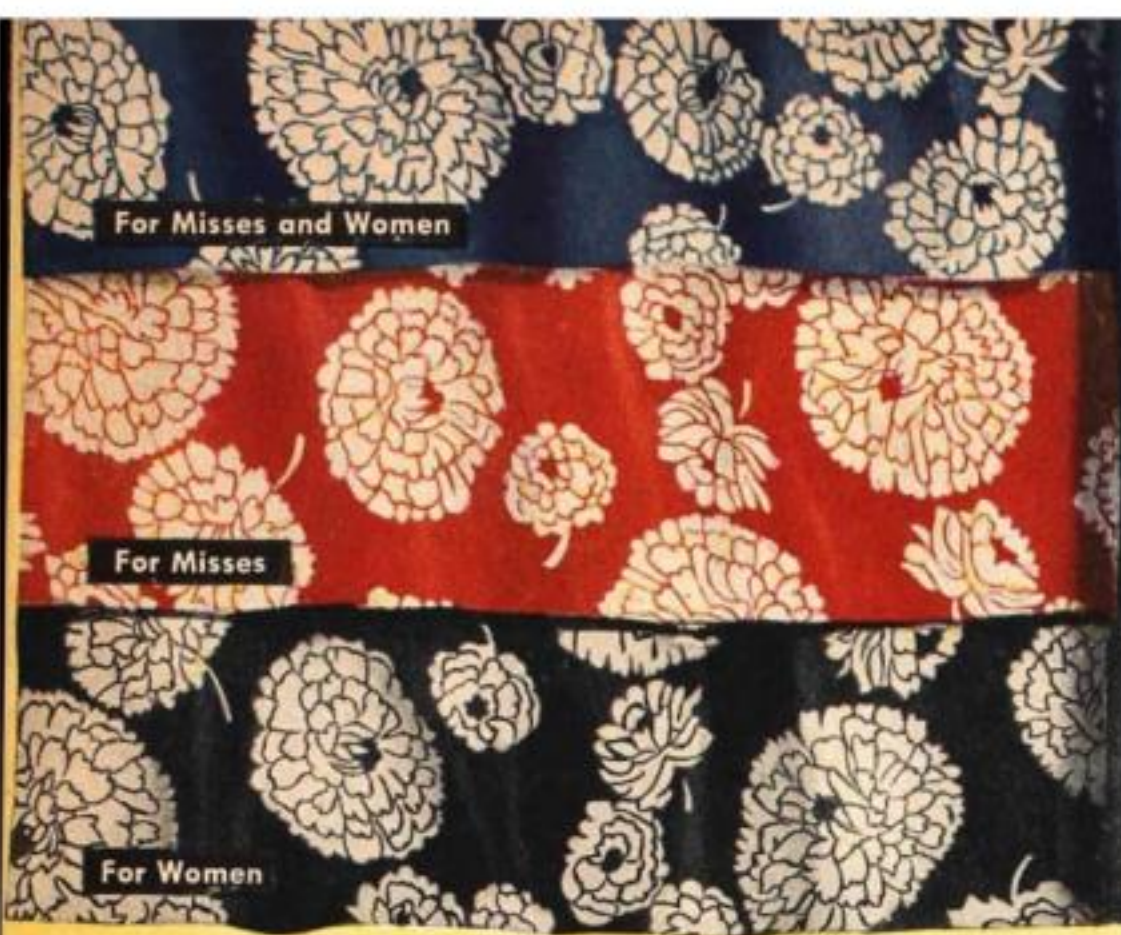
Blouses to wear with your Jumper or Jerkin... See Page 21



It's easy to order from Sears

- Check your size... see Page 998.
- Easy Terms Available... for complete details, see inside back cover.
- Garments marked ◆ will be shipped from Kansas City or New York, whichever is nearer you. Order, pay postage from nearest Sears Mail Order House.

Skirts sold separately



For Misses and Women

For Misses

For Women

Fine quality \$3.98

Best quality \$5.98

The All-flattering Basic Dress

So successful a Charmode* style we offer it in Spring prints, too

You've worn it...you've loved it...season after season! Its continued success is proof that a Basic Dress belongs in every wardrobe...that it is altogether wearable for any size from 12 to 20, 34 to 44, or 39 to 53. Sears new version is a masterpiece of good taste and simple styling. You can dress it up with an extra collar and costume jewelry for important occasions...or wear it exactly as it is with the shoulder bouquet as the only accent.

The Basic Dress deserves its reputation as "every woman's" dress. The V-neckline is classic and generally becoming. The shoulders are graceful and easy. A fan of dressmaker tucks holds the bodice fullness into a slim waistline...then releases gentle unpressed pleats in the skirt front. Because we know how adaptable this dress is...we offer it in two Rayon Crepes...one, a solid color Romaine; the other, a soft print. Both guaranteed for wear and fit.



Front view of dress in floral print

Back view of dress on opposite page

Fine Quality

\$3.98

We believe many others will ask \$4.89 for this flower-printed Basic Dress youthfully styled for sizes 12 to 20, 34 to 44, 39 to 53

The widely-spaced print, in white on your favorite spring colors, follows the fashion for oversize floral designs. The good quality Rayon Crepe is smooth and silken to the touch...hand-washable in LUX. The fan of tucks at the waistline is fashionable and new. White pom-pom flower sets off the V-neckline. Good cut and workmanship assure you perfect fit...and more for your money at Sears!

State size and color. Shipping weight, 1 lb. 6 oz.

◆ 31 NL 4202—Misses' Sizes: 12, 14, 16, 18, 20, in Red-and-White, or Soldier Blue-and-White Print...\$3.98

◆ 31 NL 4662—Women's Sizes: 34, 36, 38, 40, 42, 44 in Soldier Blue-and-White or Black-and-White Print...\$3.98

◆ 31 NL 4772—Larger Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53 in Soldier Blue or Black with White Print...\$3.98

It's easy to order from Sears

- Check Your Size...see size measurements Page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices.
- Available on Sears Easy Payment Plan...see Inside Back Cover.



*Charmode is Sears trade name for Dressy Fashions...styled to the minute; you can wear them for years

Best
Quality

\$5.98

We believe many others will ask \$6.98 for this Basic Dress in fine Rayon Crepe Romaine in sizes for misses, women, larger women

The secret of our best version of the basic dress lies in the way the quality Rayon Crepe Romaine takes dressmaker workmanship. The fan of tucking at the waist and the deep, unpressed pleats in the skirt depend upon a superior fabric for soft fold draping. The fabric can be counted on to come back from each trip to the cleaner looking like new! The flattering V-neckline set off by a pom-pom flower in harmonizing tone, and the narrow self-fabric belt are two smart fashion points.

Colors: Solid Cadet Blue or Black. State size and color. Shipping weight, 1 pound 8 ounces.

◆31 NL 4200—Misses' Sizes: 12, 14, 16, 18, 20 \$5.98
◆31 NL 4660—Women's Sizes: 34, 36, 38, 40, 42, 44 \$5.98
◆31 NL 4770—Larger Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53 \$5.98

Your order usually arrives in a few days

—All garments marked ◆ on these two pages are now shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



Fine quality \$4.98

Best quality \$7.98

Our new action-back Shirtfrock

Most Important Kerrybrooke* Casual Dress for the active American woman

Best-beloved of all your dresses... the shirtfrock you prize and wear for many a season. Sears 1942 version of this classic has the added feature of a half yoke and a deep back-of-the-blouse pleat carefully cut for comfort. There is a look of ease through the shoulders and blouse top. A pocket adds a casual air. The waist is slim. The skirt has a deep kick pleat tailored in the front and the back. The entire dress is a treasure of simple good looks.

In two expertly handled Rayon Crepes that add an important quality look to the style. With unexcelled tailoring that includes double-stitching on collar, cuffs and pocket... on front and back skirt seams! There are a generous two-inch hem, a stiffened and fabric-backed belt, carefully pinked seams. For the American woman who wants simplicity without severity... Sears has the fashionable answer in 2 qualities of the Kerrybrooke Shirtfrock.

Fine
Quality

\$4.98

We believe many others will ask \$5.98 for this smooth rayon crepe dress in classic dots and stripes for sizes 12 to 20, 38, 40

The newly important *action-back* shirtfrock comes in a choice of smart, inch-apart stripes, or well spaced white dots. Both of them "naturals" for your busy-life. Both are trimmed with handsome washable white composition buttons. Print and color are only part of their style-story; there's value, too, in the soft feel of the Rayon Crepe... the way it takes crisp pleats and precision detail... the fact that it's hand-washable in Lux. Correct Fit is guaranteed!

Misses' and Women's Sizes: 12, 14, 16, 18, 20, 38, 40 only. State size and color. Shipping weight, 1 lb. 4 oz.

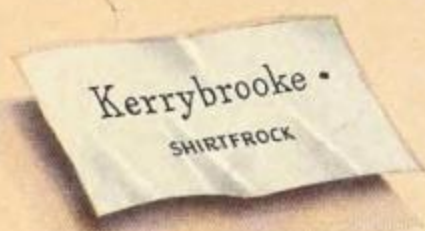
◆31NL4206—White Stripes on Cadet Blue, Sage Green or Luggage Brown..... \$4.98

◆31NL4208—White Dots on Luggage Brown, Sage Green or Navy..... \$4.98

It's easy to order from Sears

- Check Your Size... see size measurements Page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices.
- Available on Sears Easy Payment Plan... see inside back cover.





*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

Best
Quality

\$7⁹⁸

We believe many others will ask \$8.98 for this Classic in finest rayon crepe with stud buttons and superior dressmaker detail

There is an unmistakable look of quality to the Rayon Crepe fabric we have used. It has the firm weave and rich texture that takes color so well . . . that dry cleans magically, that makes certain the fashion future of this frock. Beautiful antique-mounted stud buttons add sparkle and distinction. Simulated topaz harmonizes with the green version; sapphire brings out the warmth of the blue; and matching color stones accent the rose. A beautiful dress . . . easy to wear . . . with our comfortable action-back, the dressmaker finish, and fit of a real classic.

Colors: Sage Green, Dusty Rose, or Light Navy. Misses' and Women's Sizes: 12, 14, 16, 18, 20, 38, 40 only. State size, color. Shipping weight, 1 pound 6 ounces.

◆ 31 NL 4204 \$7.98



Your orders usually arrive in a few days

—All garments on these two pages marked ◆ are now shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



One-button Dress Fabrics

Two-piece Suit Dress Fabric

We believe after intensive national comparisons that these are

The Best \$4.98 Dresses in America

\$4.98
Each

Two of your favorite fashions . . . styled to the minute . . . wearable for years. They are the smart, plunging neckline dress and the two-piece suit dress. By actual number bought, American women have chosen them as classics . . . the good clothes you wear and prize for more than a single season. No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in firm weave Rayon Shantung that washes like magic. We built them with all the finest dressmaker finish that dresses costing from \$5.98 to \$10.98 have. We had them made with the tailoring details to make mail order history . . . to prove for all time, you save when you buy by Mail.



Back views
of Dresses on
opposite page

We know of no other One Dress anywhere near our price with All these dressmaking details:



Ample
zipper
plackets



Stiffened,
backed
belts



Lingerie-
strap
keepers



Shaped
shoulder
pads



$\frac{3}{8}$ inch
pinked
side
seams



Non-
raveling
button-
holes



Dresses
carefully
inspected



Hand-
washable
in LUX

Kerrybrooke 2-piece suit-dress in Rayon Shantung is first favorite because of its practical charm. The separate jacket has a softly bloused bodice with set-in belt that ties. Large patch pockets and upper tab pockets add to the "suit look." Extra depth box pleats give grace and width to the skirt front. May be worn with the detachable white dickey or your own blouse.

Colors: Print in Cadet-Blue-and-White, Green-and-White or Rose-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size and color.

♦ 31 NL 4210—Shpg. wt., 1 lb. 6 oz. . . . \$4.98

Kerrybrooke one-button dress in Rayon Shantung with plunging neckline stopped by the single large button. There is a casual pointed collar, flatteringly soft bodice and a clever skirt yoke. State size, color. Shpg. wt., ea., 1 lb. 4 oz.

In Misses' Sizes: 12, 14, 16, 18, 20.

♦ 31 NL 4212—Print; Green-and-White, Cadet Blue-and-White or Rose-and-White . . . \$4.98

In Women's Sizes: 34, 36, 38, 40, 42, 44.

♦ 31 NL 4670—Print; Green-and-White, Cadet Blue-and-White, Rose-and-White . . . \$4.98

♦ 31 NL 4672—Plain; Green, Cadet Blue \$4.98

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Hats illustrated are described in Millinery section



Kerrybrooke
one-button
Dress
\$498



Kerrybrooke
2-piece
Suit-Dress
\$498

Kerrybrooke
CASUAL DRESSES



Misses' Dress Fabric

Women's Dress Fabric

We believe after intensive national comparisons that these are
The Best \$4.98 Dresses in America

\$4.98
Each

Two more of your favorite fashions . . . styled to the minute . . . wearable for years! They are the soft shirtfrock with unpressed-pleat skirt and the shirtfrock with frilled bodice. By actual number bought, American women have chosen them as classics . . . the good clothes you wear and prize for more than a single season! No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in a beautiful Rayon Crepe that washes like magic. We built them with all the dressmaker finish that dresses costing from \$5.98 to \$10.98 have. We had them made with the tailoring details to prove for all time, you save when you buy by mail.



Back views of
Dresses on
opposite page

We know of no other One Dress anywhere near our price with All these dressmaking details:



Ample
zipper
plackets



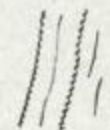
Stiffened,
backed
belts



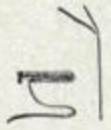
Lingerie-
strap
keepers



Shaped
shoulder
pads



3/4 inch
pinked
side
seams



Non-
raveling
button-
holes



Garments
carefully
inspected



Hand-
washable
in Lux

Kerrybrooke Women's Dotted Dress in soft Rayon wins approval with every wearing. Gleaming pearl-like studs and an open throat neckline are the features. Fashion right detailing on this 1942 version include frill pleating that runs from shoulder yoke to waist and a soft cluster of unpressed pleats in the skirt! At \$4.98, this dress is unexcelled for tailoring and finish. Colors: White Dots on Luggage Brown, Navy, or Sage Green. Women's Sizes: 34, 36, 38, 40, 42 and 44. State size and color.

♦31 NL 4665—Shpg. wt., 1 lb. 4 oz. . . . \$4.98

Kerrybrooke Misses' Print Dress you can examine inside and out. Its finish is as clean and neat as its lines. A classic, button-front in a white seed-pod print on superior quality Rayon Crepe in bright colors. It has a faultlessly cut open collar neckline . . . unpressed skirt pleats . . . dipping shoulder yoke in back. It's styled to the minute—wearable for years.

Colors: White Print on Coral Rose, Soldier Blue, or Luggage Brown. Misses' Sizes: 12, 14, 16, 18, 20. State size and color.

♦31 NL 4299—Shpg. wt., 1 lb. 6 oz. . . . \$4.98

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- Available on Easy Terms, see inside back cover.

- Dresses marked ♦ on these two pages are shipped direct from Kansas City or New York . . . whichever is nearer you. Order and pay postage from your nearest Sears Mail Order House.

See Index for Hat, Bags, Gloves illustrated on these pages



Kerrybrooke
Misses'
Print Dress
\$498



Kerrybrooke
Women's
Dotted Dress
\$498

Kerrybrooke
CASUAL DRESSES



Kerrybrooke
CASUAL DRESSES



POWDER ROSE

Kerrybrooke
Buttonfront
Classic Dress
\$4⁹⁸

Kerrybrooke
Tucked Front
Shirtfrock
\$4⁹⁸

CHAMOIS YELLOW

POWDER BLUE

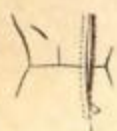
AQUA GREEN

We believe after intensive national comparisons that these are
The Best \$4.98 Dresses in America

Still two more of your favorite fashions . . . styled to the minute, wearable for years. These are the tucked-bosom frock and the new swing-flare buttonfront. By the actual number bought, American women have chosen them as classics . . . the good clothes you wear and prize for more than a single season. No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in a slick and crisp Rayon that washes like magic. We had them made with all the dressmaking touches dresses costing from \$5.98 to \$10.98 have. We built into them tailoring details to make mail order history . . . to prove that you save when you buy by mail at Sears.

\$4.98
Each

We know of no other One Dress anywhere near our price with All these dressmaking details:



Ample
zipper
plackets



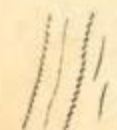
Stiffened,
backed
belts



Lingerie-
strap
keepers



Shaped
shoulder
pads



1/8-inch
pinked
side
seams



Non-
raveling
button
holes



Dresses
carefully
inspected



Hand-
washable
in Lux

Kerrybrooke button-front classic dress in Rayon Crepe with simple lines that flow evenly from the shirt-yoke shoulders to the well-defined waistline. Unpressed pleats give the skirt a swing flare. Its double rows of stitching . . . big slant pockets and transparent buttons add a quality look.

Colors: Chamois Yellow Powder Blue or Powder Rose. State size and color. Shipping weight, 1 pound 6 ounces.

♦ 31 NL 4216—Misses' Sizes: 12 to 20. . \$4.98

♦ 31 NL 4675—Women's Sizes: 34 to 44 \$4.98

Kerrybrooke tucked-front shirtfrock in Rayon Crepe with lovely pearl-like buttons on the bodice. We were particular, too, about the convertible collar and the extra self-bow to wear at a high neckline . . . the smart pearl-like button cuff links. The shoulder-yoke in back releases soft gathered fullness. Stretchable belt nips in waist. Skirt is box pleated in front.

Colors: Powder Blue or Rose, or Aqua Green 705. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 6 oz.

♦ 31 NL 4674 \$4.98

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Back views
of Dresses on
opposite page



Long-coat ensembles . . . All-occasion costumes

\$6⁹⁸

Navy or Black Sheer Coat over a smart print Slip

Fashionable Charmode Costume...pleated skirt-front coat in plain Rayon Sheer to wear over the matching color rayon slip with monotone print. The coat has self-braid trim at the shoulders; the slip is beautifully made and has a dressy pin at the curved neckline. The coat is slimly belted with self-fabric belt. The sleeves are three-quarter length. The fabric is dry cleanable. The complete ensemble is a wise fashion investment.

Colors: Navy or Black. State size and color. Shipping weight, 1 lb. 8 oz.

◆ 31 NL 4676—Women's Sizes: 34, 36, 38, 40, 42 and 44 \$6.98

◆ 31 NL 4773—Stout Women's Sizes: 39, 41, 43, 45, 47, 49, 51 and 53 . . \$6.98



\$9⁹⁸ \$2 Down on
Cash Easy Terms

Rayon Ensemble: Coat with a youthful Dress

This Charmode ensemble has the superior finish and fine styling you'd expect to pay much more for! Its white edged neckline with the scrolls and tie, and slim belted waist are what women want. The coat, elegantly tucked from shoulder to waist, in front, is just the coat for wearing with all your smart dresses. Detachable white notched collar. Dry clean. Colors: Navy or Black. State size and color. Shipping weight, 1 lb. 12 oz.

◆ 31 NL 4678—Women's Sizes: 34 to 44.

◆ 31 NL 4774—Stout Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53.

\$2 down, \$2 a month Cash, \$9.98



\$8⁹⁸

Striped Navy and White Dress with a Navy Coat

Charmode Rayon ensemble that doubles its worth because you can wear the simple, collarless coat with other dresses! The unpressed pleats in the coat front are repeated in the dirndl skirt of the dress. Bright red buttons and red belt on the dress add a young color note to the Navy and White stripe. There is a casual collar on the dress. Coat dry cleans, wash dress in LUX. An entire outfit that proves it pays to buy fashions by mail . . . and save.

Color: Navy Coat with Navy-and-White Stripe Dress. Misses' Sizes: 12, 14, 16, 18, 20. State size. Shipping weight, 2 lbs.

◆ 31 NL 4218 \$8.98



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Charmode dress-up frocks with quality fabric, finish

\$798

Tucked bodice Charmode in Rayon Crepe Romaine

A solid panel of tucking gives a look of luxury to this soft cross-over bodice. You can catch the neckline back with clips as shown . . . and wear it high or low. Slim-waisted look comes from an interesting midriff yoke that fits low over the hips. Softly shirred fullness adds swing to the skirt. Four decorative fabric loops guide the long tie-front sash. The beautiful quality Rayon fabric dry cleans . . . and takes the deep colors very well. Sizes 12 to 20 will want this dress for important occasions in spring and summer.

Colors: Red 311, Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 8 oz.

◆31 NL 4220 \$7.98



\$798

Young whirl-skirt Frock in fine Rayon Crepe Romaine

Youth and charm translated into whirling pleats for the Charmode version of a smash success! Elongated bodice and the lowered waistline give the new longer look. Figure moulding drapery is released from shoulder shirring and caught into a solid shirred triangle at the waist. The neckline drapes high or low. Contrasting-color corsage points out the interesting new side sweep. Fabric dry cleans. This dress is a marvel in styling and finest quality dressmaking detail. It proves it pays to buy the best in fashion from Sears—you save money, enough to buy all your accessories.

Colors: Cadet Blue 575 or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces.

◆31 NL 4222 \$7.98



\$798

Spaghetti loop Dress in Rayon Crepe Romaine

Double rows of self-fabric "spaghetti" loops sweeping down from the shoulders to the concealed pockets emphasize the long torso line of this Charmode date dress. The neckline is cut high, as a perfect background for your glitter jewelry. The bracelet length, push-up sleeves, the waist-defining front-tie belt, the cleverly flared skirt, all accent its youthful lines. The Rayon fabric dry cleans well.

Colors: Red 311, Cadet Blue 575, Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 lb. 6 oz.

◆31 NL 4224 \$7.98





Two-piece Suit Dresses

Our most important new Charmode Dresses
Carefully tailored in Rayon Crepe Romaine
Perfect for sizes 12 to 20 to wear right
now under a coat...later alone as a suit

\$7.98
Each

We believe many
others will ask
\$8.98

Ⓐ The flaring peplum Suit Dress

The news in spring silhouettes is the peplum. This 2-piece suit dress in a quality dry-cleanable Rayon Crepe Romaine is a copy of a higher-priced model... and a style leader. Graceful, rippling peplum accents a nipped-in waist. The classic plunging neckline with detachable white collar is stopped by a novelty button... that, with two on the waistband, forms an interesting triangle. Flaring gored skirt is made on a waistband. The two pieces weigh no more than a dress... yet the look of a suit makes them a wardrobe mainstay. Fine workmanship combined with fine fabric and the season's smartest styling make this Suit Dress a reason to buy fashions by Mail... and Save!

Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, and 20. State size and color.

◆31 NL 4228—Shpg. wt., 1 lb. 8 oz.....\$7.98

Ⓑ The tie-belt Suit Dress

For dress-up occasions, a soft dressmaker Suit Dress in quality Rayon Crepe Romaine that dry-cleans beautifully! The jacket-type top is softly bloused with set-in tie belt. Self-fabric covered buttons and large patch pockets are style points of note. Detachable pastel Rayon Bengaline collar and cuffs have self edging of fine pleating. The skirt is separate, on its own snug waistband. Expensive dressmaker detailing... the care in workmanship found in this Suit Dress are typical of Sears fashions. Every one is styled to the minute... wearable for years! Every one is priced to appeal to dollar-wise women... to prove you save when you buy fashions by Mail.

Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, and 20. State size and color.

◆31 NL 4226—Shpg. wt., 1 lb. 8 oz.....\$7.98

For Hats... Bags... Gloves and Shoes
see the Index in back of the book



Newest dark or printed Charmode Sheers

Quality Rayon Sheers beautifully cut and finished for Sizes 12 to 20
 Styled to the minute . . . so good you can wear them for years

All season Jacket Dress **\$7.98**

A Charmode favorite in quality Rayon Crepe Romaine. This jacket dress begins its career in the spring and goes right through summer. The smart young jacket, with a white detachable collar and pearl buttons uses self-fabric ruching to form the pockets. Its basic dress may be importantly worn as a separate dress. Unpressed pleats add grace to the skirt front. Dry cleans. Colors: Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 2 lbs.
 ♦ 31 NL 4230.....\$7.98

Sheer Dress and Slip **\$4.98**

Famous cascade frill achieves the softest flattery on this dressy Triple Sheer Rayon frock. Frill ripples out from shoulder seams and forms a graceful V neckline you can wear low or demurely high. Fashion's slim midriff is further emphasized by the pointed hip yoke and low-placed skirt fullness. Complete with matching satin-finish cotton slip. Dry cleans. Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 pound 6 ounces.
 ♦ 31 NL 4232.....\$4.98

Bemberg Rayon Frock **\$3.98**

Every clever trick of figure-flattery went into this charming Bemberg Rayon print dress. The dainty frilled and lace-edged white organdy collar forms a becoming V neckline. Bodice top is long and slenderizing with two points that extend well down toward your hips before they release soft unpressed pleats. Washable in Lux. Colors: White Prints on Navy, Powder Blue, Rose grounds. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 4 oz.
 ♦ 31 NL 4234.....\$3.98

Bemberg Rayon Dress **\$4.98**

The fragile, summery-looking white print-on-color sheer dress is perfect for dressy wear. Fashion features are four pockets, formed by shirred self-ruching, and self-covered buttons from neck to waist. Beautiful detailing adds to the smart tailored air. There is a detachable white collar and pleated skirt front. Dry clean. Colors: Navy, Sunset Rose or Powder Blue grounds. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces.
 ♦ 31 NL 4236.....\$4.98

It's easy to order from Sears . . . buy by mail and save.

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 -For explanation of washing terms, see page 1001.

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□ PAGE 39 DRESSES



Only **\$4⁹⁸** Each for the most outstanding Fashions

Save on important Charmode dress-up frocks...buy by mail from Sears

Tucked Shirtfrock

A good dress simply styled in our best quality Rayon Crepe Romaine. Solidly tucked panel starts at the shoulder yoke and runs to a lowered hipline to release ripple flares in the skirt. Button the neckline high or wear it low. Graceful bishop sleeves, and novelty buttons. Detachable collar. Dress dry cleans.

Colors: Cadet Blue 575 or Med. Green.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 6 oz.

◆ 31 NL 4238\$4.98



Lace border Apron

Perfect dress for party-going. Simplicity of line and nice detailing give it an expensive look. A wide band of black cotton Alencon-type lace outlines the apron effect with pointed collar of the same lace. Deep hip yoke is slimming. It's in soft Rayon Crepe Romaine... a perfect copy of a much higher priced model. Dry cleanable.

Color: Black only.

Misses' Sizes: 12, 14, 16, 18, 20. State size. Shipping weight, 1 lb. 4 oz.

◆ 31 NL 4240\$4.98



Applique flower Frock

A beautiful V-neck basic dress with a fitted bodice and a flared 4-gore skirt for figure flattery. Smart splash of color in the cut-out print that is applied at shoulder and on the lower skirt. The beauty of high-priced workmanship—and fine quality dry cleanable Rayon Crepe Romaine make this dress-up frock an unusual value.

Colors: Black or Navy.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz.

◆ 31 NL 4242\$4.98



Pleat-tucked Dress

You liked it so much last season that we have a new version of our popular date dress. In fine Rayon Crepe that takes soft tailoring beautifully...with Venetian-blind tucking down the front to a lowered hipline, and a dirndl-full skirt. The white collar detaches to wash in LUX; dress dry cleans.

Colors: Black, Navy or Med. Green.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 2 oz.

◆ 31 NL 4246\$4.98

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**Hit Frocks of the new season at a
"more for your money" low price.
Becoming styles for sizes 12 to 20**

\$4.49
Each

We believe many others will ask... **\$5.59**

A Dotted Rayon

A flurry of White polka dot on Navy or Medium Green Rayon. Basic lines and a generously cut swirling all-around pleated skirt emphasize value. Crushed girdle meets and loops at center front. A marvel to find at just \$4.49. Dry cleanable. Colors: White Dot on Navy or Medium Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 pound 2 ounces.

◆31NL4248-\$4.49

B Suit Dress

Looks like a suit and really is a 2-pc. dress. This style is a proven success in linen-like Rayon. Detachable white Cotton dickey, big patch pockets, and gored skirt add to its youthful appeal. Tailored to perfection. Dry cleanable.

Colors: Medium Brown 224, Laurel Green 767. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz.

◆31NL4250-\$4.49

C Cascade frill

The dress women are talking about! Soft frill cascades becomingly from shoulder seams. Full skirt is set on pointed waist yoke. Rayon Crepe is printed with a Sears original scroll and bloom print. Hand washable in Lux.

Colors: White Print on Red or Brt. Blue. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 4 oz.

◆31NL4252-\$4.49

D Buttonfront

An easy to get into buttonfront dress with something extra added. The smart all-around pleated skirt... the crisp Pique over-collar that detaches are the features of this best seller! Done in a smooth Rayon that tailors beautifully. Dry cleanable.

Colors: Copen Blue 607 or Dusty Rose 209. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz.

◆31NL4254-\$4.49

E With 2 collars

V-neck best seller with a Pique collar for everyday wear... and the frilliest Organdy collar for party going! In a fine dry-cleanable Rayon Romaine fabric, this dress will soon become your favorite. Note graceful unpressed skirt pleats and easy drape through bodice.

Colors: Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz.

◆31NL4256-\$4.49





\$3.98
Each

We believe many others will ask... **\$4.89**

Sears Success Dresses

Proven best sellers women everywhere will want

Yours...to buy by mail from Sears-Roebuck...and save

V-neck Frock in Printed Rayon

Basic dress with a slim midriff cut for figure flattery. Tie the belt in back or knot it in front as shown. Skirt flares beautifully. There is a perky white flower on the shoulder. The white wedding ring print is on bright color Rayon. Hand washable in Lux. Remarkable value.

Colors: Red, Green, Navy, each with White Print.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 8 oz.

◆ 31 NL 4258... \$3.98

Dickey Dress in Rayon Gabardine

No other type of dress is as generally popular as this. A classic button-front... easy to slip into. Grouped unpressed pleats in the skirt front... a tie belt, detachable dickey are the wanted features which explain its success. The all season Rayon Gabardine is dry-cleanable.

Colors: Beige, Light Green or Cadet Blue.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping wt., 1 lb. 6 oz.

◆ 31 NL 4260... \$3.98

Dirndl type in a Striped Rayon

Interesting bias cut of stripes gives a youthful air to this many-occasion dress. A removable white pique collar accents the casual neckline. Bright buttons lend a note of color to the bodice front. The set-in belt ties in back; skirt is generously flared with slashed pockets for young appeal. Wash in Lux.

Colors: White Stripes on Navy, Red or Brown.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 8 oz.

◆ 31 NL 4262... \$3.98

Tucked Front Frock in Rayon Poplin

A style repeated season after season because women want it! Smart shirtfrock collar and tucked bosom front for a tailored effect. Jeweler's stud buttons and cuff links add color. The soft skirt flares just enough for grace. Careful workmanship includes pinked side seams and an adjustable two inch hem. Wash in Lux.

Colors: Copen Blue or Dusty Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 4 oz.

◆ 31 NL 4798... \$3.98



Rayon Shantung

Fabric that tailors to perfection
Beautifully styled for sizes 12 to 20

\$3.98 Each

We believe many others will ask... **\$4.89**

Non-Crush Rayon

Looks like Linen and is Crown-Tested
for washability. For sizes 12 to 20

A two-piece Suit Dress

Looks like a suit . . . weighs no more than a dress . . . and goes everywhere. The tailored jacket has short sleeves, patch pockets. Skirt has front box-pleats. In the smart dark colors you like, this suit of firm weave Shantung will give you more than one season's wear. Detachable white collar, contrasting buttons. Dry cleans.

Colors: Dark Brown or Dark Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 pound 6 ounces.

◆ 31 NL 4264 \$3.98

Our perfect Buttonfront

"Everybody's Dress" in good quality Shantung; washable, wearable, fashionable! You'll like the good looking Palm Tree print and the very young air this dress has. Unpressed pleats achieve a swing flare for the skirt. Smartly angled pockets button down. The detachable collar and buttons are white. Self-fabric tie-belt.

Colors: Medium Green with White or Luggage Brown with White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 6 oz.

◆ 31 NL 4266 \$3.98

4-point midriff Frock

One of the season's youngest and most wearable dresses. Expertly designed with notched collar that rolls to a casual deep V-line. The figure-revealing midriff releases shirring bodice above . . . and young swirling skirt fullness below. Self belt ties in the center front. The linen-like Rayon fabric takes color beautifully.

Colors: Aqua Blue 655 or Deep Rose 363.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping wt., 1 lb. 4 oz.

◆ 31 NL 4270 \$3.98

Sunflower print Dress

The vogue for large patterned prints in the new casual classic with deep plunging neckline. Skirt fullness introduced below youthfully-cut deep hip yoke. The bright belt is contrasting in color. Non-crushable, washable linen-like Rayon fabric has an expensive look. Styled to the minute, this frock is wearable for years.

Colors: Wine Red-and-White or Navy-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces.

◆ 31 NL 4268 \$3.98

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—Check your size . . . see size measurements on page 998.
—Color numbers refer to Color-Graph facing first green index page in back of book.
—For explanation of washing terms see Page 1001.

—Garments marked ◆ on these two pages are shipped from Kansas City or New York, whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House. Your order will arrive promptly.

□ PAGE 43 DRESSES



\$2.98
Each

We believe many others will ask... **\$3.49**

**Fashion-right...wearable
Rayons at one popular
price. For sizes 12 to 20**

All fashions are available on Sears Easy Payment Plan, see inside back cover

(B) Checked for success

Two-piece suit dress in crisp Rayon Sharkskin goes everywhere. Trimly fitted, it has a long-line jacket with a detachable white collar, a set-in belt. Flap pocket trim. Composition button trim, gored skirt. Two-tone check. Wash in Lux.

Colors: Black-and-White or Red-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98
♦31 NL 4280-Shpg. wt., 1 lb. 6 oz.

(A) Whirling Skirt casual

One of the season's most important versions of the free and easy to wear casual classic. The deep rolling collar is cut on new lines. A whirling flared skirt has slash pockets. Bright Green buttons repeat tone of belt. Rayon Sharkskin; hand-washable in Lux.

Color: White only. Misses' Sizes: 12, 14, 16, 18, 20. Shpg. wt., 1 lb. 6 oz.
♦31 NL 4272—State size. \$2.98

(C) Young Basic Dress

Styled with such smart simplicity you can wear it for many different occasions. A white flower accents the surplice neck. Slenderizing midriff yoke, with tie-back belt, releases deep skirt front pleats. In Rayon with a linen-like finish. Dry clean.

Colors: Black or Copen Blue 607. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 2 oz.
♦31 NL 4282..... \$2.98

(E) Style-wise stripes

The popular shirtwaist dress in a pin-stripe to flatter your figure. It has a waist-whittling wide midriff, detachable Pique collar, Bishop sleeves. Unpressed pleats flare the skirt. The Rayon washes in Lux.

Colors: White Stripe on Black, Teal Blue or Dusty Rose. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 2 oz.
♦31 NL 4274..... \$2.98

(D) Two-color button-front

There's figure-magic in the slenderizing lines of this two-tone success dress. The clever white panel broadens your shoulders, subtracts from your hips. Well-tailored in linen-like Rayon in a choice of two smart color contrasts. Dry clean.

Colors: White with Navy or Emerald Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98
♦31 NL 4278—Shpg. wt., 1 lb. 4 oz.

(F) New shoulder interest

The new dropped-shoulder line is suggested in a white band inset running across the bodice front and sleeves of this ring-dot Rayon print. White detachable collar accents the becoming V-neckline. Harmonizing leather-like trim on belt. Hand washable in Lux.

Colors: Copen-and-White or Rose-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98
♦31 NL 4276—Shpg. wt., 1 lb. 4 oz.

It's easy to order from Sears... Buy fashions by mail and save

-Check your size... see measurements, page 998.
-To see the color... color numbers refer to Color-Graph, preceding green section in back of book.
-For explanation of washing terms, see page 1001.

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Smart new Rayon Dresses budget priced and nicely finished for Sizes 34 to 44

\$2.98
Each

We believe many others will ask... **\$3.49**

For Easy Terms see complete details on inside back cover

A For dressy occasions

The softly draped shoulder yoke of this floral print Rayon dress lends elegance to its simple, basic lines. A flattering neckline edged in white has a novelty pin for accent. There is a self-fabric belt that buckles in front. Short sleeves. Trimly fitted through the waist, it flares out in a gored skirt.

Colors: White Print on Aqua or Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 6 ounces.

◆31 NL 4682 \$2.98

D Rayon Sharkskin

New tricks of design make the classic button-front favorite more flattering than ever. Slanted novelty pockets add interest to the bodice lines; and shirring just above the belt adds soft fullness to slenderize your waistline. Front pleated skirt for young swing. Hand washable in LUX.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size. Shipping weight, 1 pound 4 ounces.

◆31NL 4688-Black-and-White Check
◆31NL 4689-Plain White .. \$2.98

B Slender pin stripes

Jewel-like stud buttons accent the trim bodice of this tailored shirt-waist dress. It has the neat convertible collar, flap pocket and gored skirt you expect in a well-made classic. A slenderizing Rayon dress that's trim and flattering to your figure . . . that proves you save when you buy by mail.

Colors: White Stripe on Navy or Teal. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.

◆31 NL 4684 \$2.98

E Slimming stripes

The clever use of its novel border stripe pattern gives this classic dress an expensive look. The long line, buttoning from neck to hem, makes you look taller and more slender. Beautifully tailored with shoulder yoke, skirt pleats, open neckline. Dry cleanable.

Colors: White Stripes on Luggage Brown or Copen Blue. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 pound 4 ounces.

◆31 NL 4686 \$2.98

C Rayon Crepe or Sheer

The Basic Dress is a real value in this beautifully designed print in French-type Crepe or Bemberg Rayon. Simple, slimming lines include a V-neck, front shirring to accent the slender waistline, and a graceful, gored skirt. Novelty pin. Hand washable in LUX.

Colors: Novelty Print on Navy or Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.

◆31NL 4690-Rayon Crepe. \$2.98
◆31NL 4691-Bemberg..... \$2.98

F All-season success

Your favorite classic polka dots sparkle on one of our most popular dresses. A white cotton pique collar accents the double-breasted effect bodice. It has shirred shoulders, and soft unpressed pleats across the skirt front. Fine quality Rayon, styled to the minute; wearable for all occasions.

Colors: White dots on Navy or Dusty Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shpg. wt., 1 lb. 8 oz.

◆31 NL 4680 \$2.98





Jackets make Costumes of these Charmode Frocks

\$6.98

A novelty stripe Suit in Rayon Shantung

You would expect to pay dollars more for this smart Charmode V-neck frock with its own matching jacket. Stitched down pleats in dress skirt form panels that contrast with crosswise bands on bodice of dress and on jacket. The jacket fits smoothly through the waist and hips and has a trim line of buttons down the front. Shoulder flower in white sets off the printed stripe. There is a graceful look to the softly pleated skirt and a two-inch hem. The fabric is dry-cleanable. Workmanship and finish are superior. The addition of a jacket makes this dress an outfit to wear from early spring through the entire summer! For Hat and Gloves shown, see Index in back of book.

Colors: Brown with White or Navy with White.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 12 ounces.

◆ 31 NL 4692.....\$6.98



\$6.98

Rayon Crepe Romaine Dress with design tucked jacket

A perfect Charmode woman's dress for important spring occasions. The slimming dress has a fresh white detachable collar. Soft shoulder darts release fullness through the bust which tapers to an easy-fitting waistline. Pleats are centered in the skirt front. The fashion-right jacket has beautiful tucking in a petal design. It is hip length . . . and closes with two buttons placed low to show the dress front. From the expensive looking spray pin on the jacket shoulder, to the two-inch hem in the dress . . . this ensemble is a masterpiece of fine tailoring and superb styling. The beautiful smooth-texture Rayon fabric dry cleans very well. For Hat shown, see Millinery pages.

Colors: Navy or Black.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 pound 12 ounces.

◆ 31 NL 4694.....\$6.98



\$6.98

Popular "snow dots" on soft Rayon Crepe

Casual roll-back collar on this Charmode dress with its own matching jacket in the new longer length. The dress has classically simple lines and an all-around pleated skirt. Jacket is collarless and a trim set-in belt moulds the waistline. There are three smart white buttons across the jacket front. Jacket can be worn over other spring and summer frocks. The quality fabric is hand washable in Lux. Fine dressmaker detailing make this an excellent buy for \$6.98. Yours . . . to prove it pays to buy fashions by mail from Sears. For Hat and white Gloves shown, see Index.

Colors: White Dots on Cadet Blue, Navy or Black.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 lb. 10 oz.

◆ 31 NL 4695.....\$6.98





Youthful Spring Dresses with a luxury look

\$6⁹⁸

Cascade frill on a woman's quality Rayon Crepe Frock

Soft Rayon Lace, dyed to match the fabric, edges the full frill around the V-neckline of this Charmode dress-up frock. It is repeated in the edging on the short sleeves. A pale pastel flower contrasts with the dark color of the dress. Full, rippling skirt and evenly distributed gores add to the slimming effect. Pinked side seams, and a generous two-inch hem for easy adjustment are finish features of this frock! Dry cleans very well. This is a dress you'd expect to pay much more for. Its style, detail, fabric and workmanship show how you save when you buy by Mail.

Colors: Black or Navy. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 6 ounces.

◆31 NL 4696.....\$6.98

\$7⁹⁸

Flower printed or plain color Rayon Jersey Frock

A beautiful wrinkle-resistant fabric is used for this simple Charmode V-neckline dress. Full draped surplice bodice and 7-gore skirt show up the fine draping quality of the hand washable Rayon Jersey. The careful cut and excellent workmanship that includes pinked side seams and fine finishing details are extra value features you'd expect to find only in dresses costing much more! Pointed midriff line is slimming, skirt has a youthful flare. Self-fabric belt has covered buckle.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, each, 1 pound 6 ounces.

◆31 NL 4698—White with Bright Floral Print.....\$7.98

◆31 NL 4699—Solid Black or White.....\$7.98

\$8⁹⁸

Dressmaker tucks add beauty to a quality Rayon Dress

Chevron tucking on the bodice of this Charmode frock slims and becomes you. The tucks are repeated in the long panel down the skirt front. A pair of lovely gilt-finished clips at the neckline... and the studded clasp on the self-fabric belt highlight the smart simplicity of the frock. The side seams are pinked; the hem is generous for easy adjustment. Carefully styled... cut in our finest quality Rayon Crepe... Beautifully finished, it is a dress others would ask much more for. Dry cleans well. It pays to buy fashions by Mail.

Colors: Black, Navy or Dusty Rose 209. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 6oz.

◆31 NL 4700.....\$8.98

It's easy to order from Sears... your orders usually arrive in a few days

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—Explanation of washing terms, page 1001.

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For the stunning Hats, Gloves and Bags shown on this page... turn to index in back of book.

□ PAGE 47 DRESSES



Charmode Sheer Dresses

Smart Ensembles and separate Dresses in
flattering flower and scroll print Rayons

Sheer Jacket Dress

\$5.98
2-pc.

Choice of two fabrics

\$3.98
Each

A woman's favorite style in washable Bemberg Rayon Sheer, flower-printed. The dress is trimly fitted with soft fullness through bodice, and a slim front-pleated skirt. There is a self-fabric belt. Easy fitting jacket is trimmed around the neck and down the front with tiny rolled self-fabric loops... the same as are on the dress neckline. Jacket has short sleeves and two small handkerchief pockets below the smart shoulder tucks. The workmanship and finish of this frock are superior throughout.

Colors: Luggage Brown, Navy or Black, each with White Print. Women's Sizes: 34, 36, 38, 40, 42, 44. Be sure to state size and color. Shipping weight, 1 pound 8 ounces.

◆ 31 NL 4706.....\$5.98

Bemberg Rayon Sheer or Rayon Crepe Dress for women, made new and exciting by bright folds of color at the V-neck that end in a gay cluster of self-fabric loops. Slim lines are achieved with tucks above the waist and stitched down pleats in the front skirt. Shirred shoulders insure good fit and soft flattery through the bodice. Shirring on the below-elbow sleeves keep them at a graceful length. Self-fabric belt. Dry cleans.

Colors: Medium Green, Copen Blue, each with White Print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.

◆ 31 NL 4708-Rayon Sheer, \$3.98

◆ 31 NL 4709-Rayon Crepe, \$3.98

New printed Ensemble

\$5.98
2-pc.

Favorite twin print outfit for women and stout women. Slimming sheer Rayon coat comes with a printed-to-match Rayon slip. The slip is generously cut for freedom. Coat has paneled tucks from shoulder to hem and pleats in the skirt front. Lily of the valley spray for accent.

Colors: Monotone print on Navy, Rose, or Black. State size, color. Shipping weight, each, 1 lb. 6 oz.

◆ 31 NL 4702—Women's Sizes: 34, 36, 38, 40, 42, 44.....\$5.98

◆ 31 NL 4779—Stout Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53. \$5.98

Cascade collar Dress

\$5.98

Rayon Sheer for a V-neck dress that women like to wear now and through the summer. The fabric ripples beautifully in the flattering new Cascade frill; skirt is many gored and graceful. It comes with its own matching slip in plain color Rayon Taffeta. Dry cleanable. There is a smart white flower for accent... a self-fabric belt... $\frac{3}{4}$ length sleeves. A fashionable proof that you save when you buy by mail.

Colors: Navy or Medium Green, both with colorful Floral Print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color.

◆ 31 NL 4704—Shpg. wt., 1 lb. 4 oz. \$5.98